

Search And Rescue Team To Fight!

Sierra Madre News

Serving 38,346 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

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Sierra Madre Business Shows Substantial Increase For 1965

Businessmen Can Gauge Trend From Reports From Board of Equalization

Population Gains Shows About 19% In Same Period

by R. ROBERT EVANS				
3rd Quar.	No. Retail	Taxable	No. of all	Total
Year	Estab.	Sales	Businesses	Tax. Sales
1962	60	\$ 980,000	164	\$1,193,000
1963	58	1,007,000	160	1,241,000
1964	61	1,015,000	178	1,205,000
1965	58	1,150,000	176	1,338,000
FULL YEAR OF BUSINESS				
1962	60	\$4,296,000	164	\$4,979,000
1963	58	4,386,000	160	5,378,000
1964	61	4,713,000	178	5,584,000
1965	58	5,064,000	176	6,017,000

Business is certainly on the upgrade in Sierra Madre as figures compiled by the California State Board of Equalization were received here this past week. These figures are taken from the actual tax reports received from the businessmen during the four quarters of the year, and their accuracy is definite as it tabulates the actual tax money paid with the returns.

As a guide for businessmen of the community the actual tabulation shows that increase in business for our 58 retail establishments had an overall increase of 7.47 per cent over the year 1964. For all businesses in the city holding permits to sell tangible personal property the increase of 1965 over 1964 showed a 7.8 per cent increase.

Taking the past four years of business activity of the city, we find that 1965 showed an increase of 17.83 per cent over the year 1962 for the retail establishments and an increase of 20.93 per cent on all businesses as a whole.

PHS Student Enroute To Novo Hamburgo



ROBERT ALAN SEARES

Robert Alan Seares, 16, a junior at Pasadena High School and son of Mr. and Mrs. R. S. Seares, 3855 Mayfair Dr., Pasadena is enroute to Brazil.

Rob is going, under the auspices of American Field Service, to Novo Hamburgo, near Porto Alegre, which is the capital of the state of Rio Grande do Sul, southernmost state of Brazil.

He left January 12 for New York, from where he embarked January 14 and arrived in Rio de Janeiro January 15. After one day of orientation in Rio, he continued on to his destination.

He will live with the Wal-

—Please turn to Page 6

WEATHER		
	High	Low
Jan. 11	74	45
Jan. 12	78	48
Jan. 13	81	51
Jan. 14	80	52
Jan. 15	80	54
Jan. 16	69	49
Jan. 17	68	41
Total rainfall to date 23.34"		
Year ago to date 6.01"		

Sandamnas Blows Up A Storm

Although statisticians estimate that the 48-hour Sandamnas windstorm over the weekend run well into over a half-million in damages, Sierra Madre was fairly well lucky in damages received.

Most of the damage of our city was laid at the doorstep of the Edison Company, California Water and Telephone and the City of Sierra Madre, as electrical lines, telephone lines came down as well as many large trees were uprooted tearing up sidewalks, and blocking streets.

Only reported damage outside of broken fences and misplaced belongings were to one house which suffered damage and one automobile, both subject to falling tree branches.

The city proper had some ten to twelve small trees in the parkways laid flat and some in the downtown area uprooted.

The Sandamnas, reaching a velocity of between 50-60 miles per hour could have really created much more damage had it been of a "twisting" nature, as experienced in years past. Many roof tops would have been lost and the damage much greater than the straight blow.

Starting its reign of "havoc" at approximately 7:30 Saturday evening, it ended suddenly, just as it started at approximately 7:30 Monday evening. The cost to the utility companies and the city, ran into many thousands of dollars as it ended.

This week Youngland is holding over its gigantic, twice a year sale of children's wear, as a celebration, and by demand, so that all of the people of the area will have the advantage of securing quality merchandise at an exceptionally low price.

When Youngland holds a sale in January and August, one never needs to worry that the merchandise has

As Reported To the President

Red Cross Reports To the Nation On Its Activities

The American National Red Cross is chartered by the United States Government. The Annual Report is directed to Defense Secretary McNamara who, as required by law, transmits the report to Congress along with a Defense Department audit of Red Cross expenditures.

Although public support of the American National Red Cross last year reached a record peacetime high of over 90 million dollars, the organization was forced to dip into its reserves as the cost of providing its humanitarian services soared to 108 million dollars in what was described as "one of its most active years since World War II."

The report defines the American Red Cross as an

MR. and MRS. JAMES WOLF
... Proud owners of Youngland

Youngland — For the Young & Happy

Our Honor To Present One Of the Finest In the Area

The Sierra Madre News is again honored in being able to present to you one of the outstanding business endeavors within our city. Youngland, one of the finest, if not the most complete, department stores for children in the whole of the San Gabriel Valley, is owned and operated by two of the finest people that one would care to know, Jim and Mary Jane Wolf, who devote all of their time in marketing and serving the small fry of our community.

Jim and Mary Jane are approaching their 14th year in Sierra Madre, having originally come from Charleston, West Virginia. Both are charter members of the Sierra Madre Methodist Church, and Jim, a Past President, and State Officer in the Kiwanis Club, is one of the top members in teaching and exercising the meaning of Kiwanis to all he meets.

This week Youngland is holding over its gigantic, twice a year sale of children's wear, as a celebration, and by demand, so that all of the people of the area will have the advantage of securing quality merchandise at an exceptionally low price.

When Youngland holds a sale in January and August, one never needs to worry that the merchandise has

been specially purchased for a "Sales Binge." The merchandise offered to you at reduced prices is merchandise that has been carefully selected on the market for the people of the area. When Jim and Mary Jane, gets a little heavy on the "order pencil" then you receive the advantage. The sale that has been extended this week is full of surprises with specials in every department. Real values in boys and girls sizes through 14's and a full line of infants and kiddies wear, with a well known line of shoes and nursery items of your choice.

Yes indeed, we're proud to exploit businesses such as operated by Jim and Mary Jane, they are two swell people, working and striving day in and day out to make our area a better place in which to live, shop and enjoy the finer things of life.

Former Mayor of Sierra Madre

Dr. David Wood Elected To Symphony Board

Two directors, newly elected to the Pasadena Symphony board, Mrs. Harry J. Van de Kamp and Dr. David Wood, were welcomed by President William Rodiger and fellow directors, at the Symphony's January meeting.

Mrs. Van de Kamp, a former president of the Symphony and active in music, arts and educational circles, returns after a brief absence from the board.

Dr. Wood has had a long acquaintance with Symphony performances as a member of the Pasadena Chorale. He is a professor of material science at Cal-Tech where he received his education, specializing in the study of metals. He served with the Atomic Bomb project at Los Alamos, returning to Cal-Tech to complete his doctoral studies and to become a member of its teaching staff.

Dr. Wood's parents were both musicians, and his wife Constance is a member of the Pasadena Chorale, as was his mother Janet.

Dr. Wood is currently the president of the San Gabriel Valley Municipal Water District, and has served on the Planning Commission,

Purple Heart For Osterman

Word has been received here that Pat Osterman, who grew up in Sierra Madre, is a recipient of the Purple Heart for wounds received in the Viet Nam conflict.

Pat has been in the Navy for 2½ years and is presently stationed in Da Nang and was "slightly" wounded during the big "sneak" attack in that location.

According to the report: "On December 9, 1965, he was presented the Purple Heart awarded by the Commander Thirtieth Naval Construction Regiment to those wounded in combat action, while in support of the forces of the Republic of Viet Nam on October 28, 1965. It was on this date that the Mobile Construction Battalion Nine Camp came under heavy Viet Cong mortar and machine gun attack."

The award was signed by R. E. Anderson, Commander, Civil Engineer Corps, U.S. Navy.

Osterman's present home address is given as El Monte, Calif.

Historical Society Conference Stated

Raymond Andrews president of the Sierra Madre Historical Society, reminds all who are interested in the history of California that the 1966 Southern Symposium, and Conference of California Historical Societies, eighth to be held, will be February 11 and 12 at the Doric Mission Inn Hotel, 19621 Sepulveda Blvd., Mission Hills, with the San Fernando Valley Historical Society as host. Theme will be "From Rancheros to Ranches."

The conference includes meals at the Inn and a banquet; historic bus tours in the area, talks by well-known speakers on the history of Southern California, and special music.

Further information about either this conference or

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Seeing Is Believing Says Team As They Offer Guided Tours To Area

Check Dams Will Kill Little Santa Anita Canyon

By BILL WARK

The sun shines on Sierra Madre and her lovely hills the same as it does anywhere else. But clouds of gloom hang over the area now. The mighty Los Angeles County Flood Control District, fattened by our taxes, plan to invade our town and tear the very heart out of our most picturesque area and completely destroy the beauty of our Little Santa Anita Canyon.

Despite the fact that the Foothill Areas Association, a group of canyon residents composed of school teachers and engineers have proved time and again the folly of their projects, the Flood Control engineers insist on erasing forever the open channel that runs through the area by installing a ten foot cement pipeline, followed by the construction of 17 ugly check dams in the now beautiful Little Santa Anita Canyon. The Flood Control group feel they must spend nearly \$800,000 on the first project, which is only a beginning, in their senseless wave of destruction.

And so the members of the Sierra Madre Search and Rescue Team, who do not claim to be engineers or politicians, but who have witnessed the total annihilation of the once popular and beautiful Winter Creek and Big Santa Anita Canyons, by the flood control project there, have voted unanimously to join the Foothill Areas Association in what may well prove to be the bitterest and most frustrating battle in the annals of Sierra Madre. And they desperately need all the help they can get from the citizens of

Sierra Madre PTA To Vote On Bond Issue

Sierra Madre PTA will vote at their January meeting whether or not to actively support the nine million dollar school bond election to take place on March 9. Their meeting will be held Monday, January 24, at 8 p.m., at Sierra Mesa Cafeteria. Questions will also be answered concerning the need for the bond election.

Vice president and program chairman Mrs. Robert Mitchell will then introduce the evening's guest speaker, Mrs. Murray Watkins who is the elementary librarian for the Pasadena City School District. Mrs. Watkins will present an interesting and informative talk on Literature for Children.

There is a wealth of literature available for children. Mrs. Watkins will explain how the schools evaluate

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'Summer of the Seventeenth Doll' To Be Presented On Two Weekends In Jan.

Love down under. That's the topic of a warmly realistic play about two unusual Australian couples being presented next week by Sierra Madre's Studio Players.

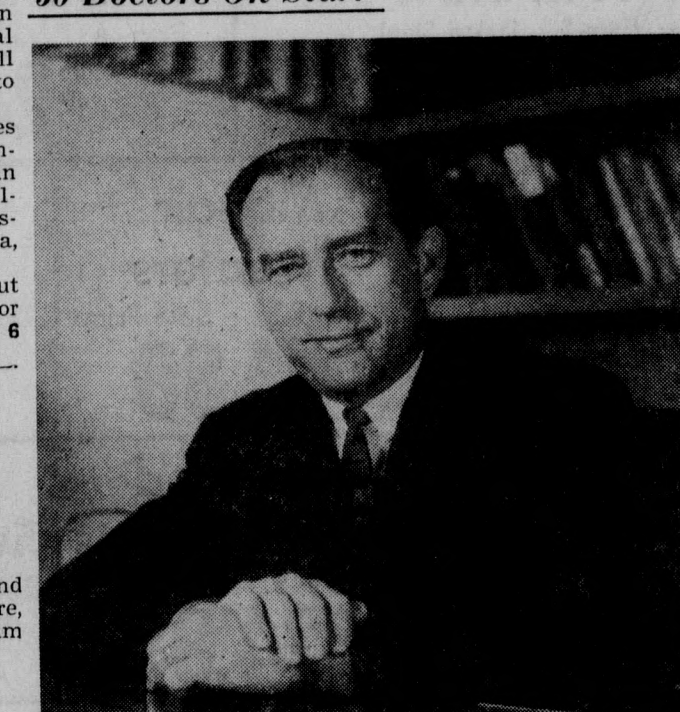
The play, "Summer of the Seventeenth Doll," by Ray Lawler, is the story of two Australian canefield workers, the women who await their return to civilization at the end of each season, and the magic they have sustained for 17 years.

"Summer of the Seven-

The play, which won critical and popular acclaim in London and New York, will be presented over the weekends of January 21-23 and January 28-30.

Ticket information is available by calling EL 5-9762 or EL 6-1035.

50 Doctors On Staff



DR. NORMAN F. JOHNSON, who has been in medical practice in Sierra Madre for the past 13 years, has just been elected Chief of Staff of the Sierra Madre Community Hospital Medical Staff, replacing Dr. Robert Davis.

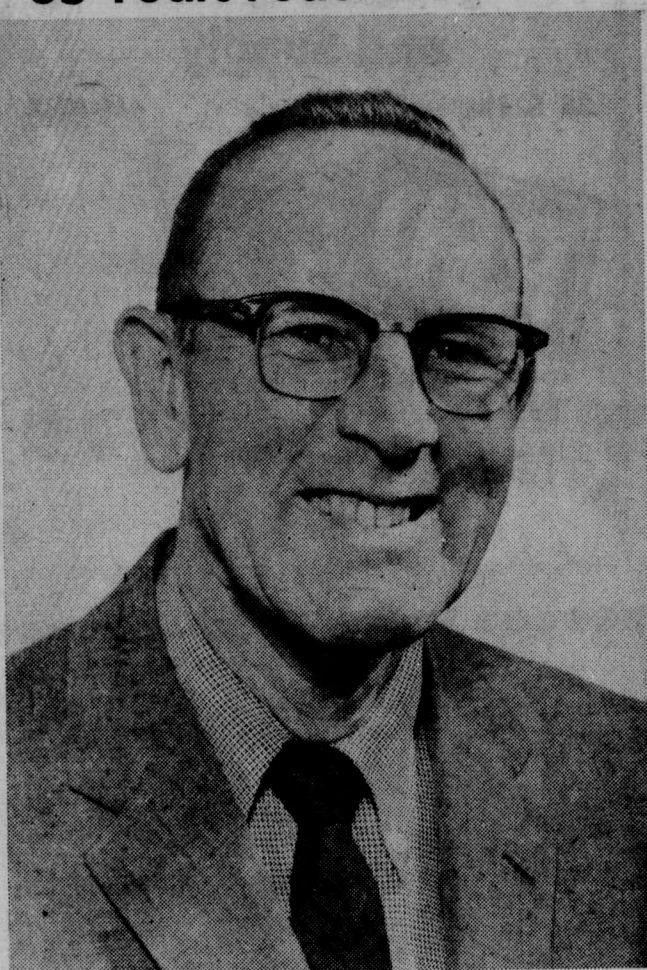
Dr. Norman Johnson Now Chief-of-Staff At Hospital

The Sierra Madre Community Hospital Medical Staff has elected Dr. Norman F. Johnson, as chief of the staff, replacing Dr. Robert Davis. Dr. Johnson has been in medical practice in Sierra Madre for the past 13 years.

The 26 bed Sierra Madre Community Hospital has a total of 50 doctors on its staff, 27 nurses with a total of 62 employees. The hospital is equipped with a modern medical laboratory offering 24 hour service, x-ray and pharmacy. A total of 204 babies were born in the hospital last year. It is a rare occasion when the hospital is not filled to capacity.

In the Sierra Madre Community are 70 women who make up the Auxiliary who devoted approximately 5,000

Jack Butler Retires After 35 Years Federal Service

JACK BUTLER
... Retired

After almost 35 years of faithful and exemplary service, Joe Jackson Butler has retired from the Sierra Madre post office as of December 30, 1965.

Jack, as he is more affectionately known, was first appointed a temporary substitute carrier in April of 1931. This temporary appointment turned out to be one of some 35 years as stated above.

In 1936 Jack was made a regular carrier and from that date until 1956 when he was reassigned as a window clerk, he trudged the postal routes of the city. From 1956 to the date of his retirement, his pleasant and smiling countenance was in evidence at the parcel post window.

During his varied career as a postal employee, Jack has seen many changes take place both in the community and the post office. He served under six postmasters during his career, namely: Jessica Wright, Ray Calkin, Thomas Dunning, Eddie Robertson, Charles Louk, and the present postmaster Guy Rossi.

At the time he entered the service, the Sierra Madre post office only had two regular carrier routes as

Adoption Certificates Given Out

Mayor Abernethy as

"Judge" will present Doll Adoption certificates to 45 little mothers and 65 Honor Gift certificates to other children at the semi-annual party given by the Toy Loan Program of this city, sponsored by the Sierra Madre Civic Club, which will be held at 7 p.m. January 20 at the Sierra Madre School auditorium, Highland at Auburn. Mrs. Helen Peterson, Toyarian, will be mistress of ceremonies.

Special guest entertainer will be "Marlando," the magician whose extraordinary feats and straight jacket escapes have been likened to those of Houdini. Mr. Marlando is to play in "The Rehearsal" at the Pasadena Playhouse on January 26, under the direction of Michael Demaree.

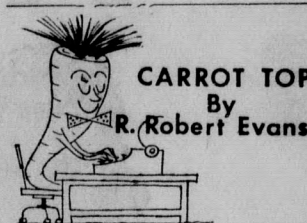
Refreshments for the party will be punch and cookies, provided and served by parents of Toy Loan borrowers and members of the Sierra Madre Civic Club. Each year the party grows in size as the work of the program is expanded by increasing membership, and several hundred children are expected to attend.

Camp Fire Girls Candy Sale Starts Friday

Camp Fire Girls of the San Gabriel Council will begin their annual candy sale this Friday, January 21 at 3 p.m. The sale will continue through February 7 with all program levels from Blue Birds through the Horizon Club high school girls participating.

The girls are again offering two kinds of candy, a 21-oz. box of chocolate mint sticks and a 10 oz. box of assorted chocolates, both kinds at \$1 per box. To open this important fund-raising

compared to the present day total of 10. Postal receipts —Please turn to Page 6



By R. Robert Evans

This newspaper each day receives mail addressed to former employees, and former owners, some of whom have been gone for years. . . . One letter received from Washington, D.C., was addressed to a young man who moved from Sierra Madre a dozen years ago. Another addressed to a former society editor who has not been on the staff for 20 years. How much money is spent, and how much time wasted, in processing and mailing such literature. . . . Generally speaking, this newspaper receives over 200 pieces of mis-addressed mail per month. . . . Sad, yes indeed a sad state of affairs I would say.

Seems a monkey and a lion in San Diego zoo were stricken by a type of influenza. In an effort to prevent the spread of the disease, the zoo superintendent decided on a new approach. He placed medication in the ventilating system and let it be wafted to the animals.

Now the question that we asked is . . . Could this be termed as "medical air for the caged?" . . . Could be, anything could happen from here on out.

Just like the other day I was talking to a cranky old man who had just invested in one of those new hearing aids that are almost invisible. I was at the store the day that he returned to express his delight about the newly acquired appliance. "I'll bet your family likes it too," I remarked, drumming up a conversation with the old gent.

Smiling a little he stated . . . "Oh, they don't know I've got it. And am I having a ball. In the past week I've changed my will three times. . . . Young people should be more careful these days of gadgets and gimmicks. . . . They could be caught in the middle so to speak.

Most of us are now having "Clearance Sales" . . . Years ago it used to be the idea that clearance sales would clean up the shelves for new spring merchandise that was soon to arrive. . . . I suppose this is still true with some businesses, but it has been said by many that the reason they cut prices and hold a clearance sale is to raise the necessary money it takes to bale them out of such things as: Income Taxes, Personal Property Taxes; withholding and state taxes they have borrowed from the employee and government for the last quarter; and heavy purchasing bills that are now due and the money is just due in the bank because it is now on the accounts receivable ledger. . . . But it will all come out in the wash.

Consumers can save, save and save. . . . You really do not need any ready money to do this. . . . Just stand on your good credit. . . . If you do not possess a "good credit standing" you can

—Please turn to Page 15

City Lighting Fixture and Supply

25 E. Huntington, Arcadia 446-6488



RED TAG SALE

Reductions on many style fixtures

Buy Now and Save More

Alverno Plans Ladies Luncheon

The annual ladies luncheon of the Alverno Parents' Association will take place on Tuesday, January 18, at the school cafeteria.

A special feature of this year's event will be that it is planned with milady's New Year's resolution of a trim figure in mind. A complete assortment of salads with a low calorie count will be offered as well as a heartier fare for those who wish it.

Mrs. Thomas Regas, vice president of the association, will introduce the speaker, Dr. Frank Sullivan. An English professor at Loyola University, Dr. Sullivan is a lecturer well known in the Southland.

Sister Jane, principal of Alverno, will be on hand to greet guests.

Tickets for this fund raising event may be purchased through the school

or by calling activities chairman, Mrs. George Kohl, 788-1328. Proceeds will go to the Alverno Heights Library building fund.

Engaged Couple Honored Guests At Open House

Mr. and Mrs. Norman E. Brooks held an open house on January 2, to celebrate the forthcoming June wedding of their daughter Diane Teresa Brooks to Dennis James Alvey.

The guests included all of the hosts' relatives who met the future bridegroom's family.

Small party sandwiches, mints, cookies, and Wassail was served for refreshments. The pink Debutante camellias used for the table centerpiece accented the festive New Year's decorations.

Hastings Ranch Garden Club

The Hastings Ranch Garden Club will hold its regular monthly meeting on January 25, at the home of Mrs. Fred Carroll, 1320 Riviera Dr., Pasadena, and Mrs. Martin McMahon will assist as co-hostess.

Glenn Hiatt assistant director of the Los Angeles County and State Arboretum in Arcadia will be the speaker. A native of Pasadena, he will talk on "Celebrating with Color," and show colored slides in conjunction with the five-year Pasadena beautification program.

Hill Parking

When parking downhill on a steep grade, turn your front wheels in sharply toward the curb. And when parking uphill, turn your front wheels sharply outward.

Suzanne M. Sanders Becomes Bride Of Paul T. DeQuattro In Dec. Wedding



MRS. PAUL THOMAS DeQUATTRO
... nee Suzanne Marguerite Sanders

The First United Presbyterian Church in Boise, Idaho, was the setting for the lovely afternoon wedding of Suzanne Marguerite Saunders and Paul Thomas DeQuattro on Saturday, Dec. 18, at 4 o'clock.

Suzanne is the daughter of Mr. and Mrs. Lawrence B. Sanders of 1015 N. Michillinda, Pasadena, and the bridegroom, Paul, is the son of Mr. and Mrs. Louis P. DeQuattro of 1189 Wilson, Pasadena.

The bride was given in marriage by her father, and was lovely in a short white wedding dress fashioned with a satin skirt, lace bodice with applied lace on skirt with sequins and pearls. Her chapel veil was held in place by a crown of seed pearls, and her bride bouquet was of white carnations, camellias and orchids, designed in the shape of a cross.

Serving as matron of honor was Elaine Davis. She complemented the bride in a gown, sheath design, with a pink crepe skirt and a cerise velvet bodice. She carried a bouquet of red

camellias nestled on a white fur muff.

Robert Sanders, brother of the bride, served as best man.

Rev. Robert A. Gruweel of the First United Presbyterian Church, performed at the ceremony, and Mr. Tichman was the soloist, who sang the ever-lovely selections of "Because" and "The Lord's Prayer."

A wedding reception for approximately 150 guests was held Oed. December 29 at the Veterans of Foreign Wars Hall, 40 E. Montecito, Sierra Madre.

For their wedding trip the newly married couple toured Boise Id.; Reno, Nev., and San Francisco. After Jan. 3 they will be at home at 400 Mentor Ave., Pasadena.

The bride is a graduate of Pasadena High School and Pasadena City College, and the bridegroom is a graduate of Pasadena High School, Pasadena College and is presently with the United States Navy, Aviation.

Shakespeare Club 'Day At Races' Thursday, Jan. 27

The Shakespeares Club "Day at the Races" will take place on Thursday, Jan. 27. This is always a fun filled day and members are urged to make their reservations early with Mrs. Kenneth H. Scott, 4903 Hampton Road, La Canada.

Mrs. Edwin E. Green is the chairman of this day which will see the members luncheon at the Club House, and watching with particular interest the race dedicated to The Bard. Mrs. Jackson Holmes is her vice chairman.

Among those participating will be Mrs. James C. Chambers, president of the Shakespeare Club, and Mrs. Harold D. Weiner, vice president. Mrs. Marvin E. Nesbitt will be especially interested in the success of this event, as it is one of the activities of the Philanthropic Department of the Shakespeare Club, of which she is the director.

Alpha Omicron Pi Dessert Meeting

Pasadena Alumnae of Alpha Omicron Pi will hold a dessert meeting on Thursday, January 20 at 8 p.m. at the home of Mrs. Thomas Pivaratto, 576 E. Wapello, Altadena.

In charge of the program for the evening will be Miss June Bayless of Pasadena, who is head librarian of the San Marino Library and a member of Alpha Omicron Pi as well. Her subject for the evening will be the historical Old Mill in San Marino which is also the California Headquarters for the Historical Society.

Co-hostesses for the meeting are Mrs. E. A. Beavens of Alhambra and Miss Patricia Eggers of Pasadena. Mrs. Vernon Rose of San Marino will preside.

Any members in the area are cordially invited to attend and may contact Mrs. Rose.

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MAKE-UP SPECIALIST Barry Lipton of London applies subtle Aida Grey make-up artistry to colleague Gisela Feige at Continental Hair Fashions.

British Expert Introduces 'Cosmetic Technology' At Local Salon

Barry Lipton, skin care specialist and make-up artist from London, is now associated with Continental Hair Fashions in Pasadena. As personal representative in Pasadena and San Marino for Aida Grey, internationally famous make-up artist whose own Cosmetic Technology has created a whole new concept of skin care and make-up, Mr. Lipton acts as consultant and make-up specialist at the luxury salon.

Mr. Lipton spent several years with the J. Arthur Rank Studios in London and is thoroughly knowledgeable in every phase of skin care and make-up. He analyzes the client's coloring, features, shape of face and condition of skin, and recommends the proper course of care to bring out the hidden beauty in the complexion.

Aida Grey Cosmetics have previously been obtainable in this area only at Miss Grey's own unique salon in Beverly Hills, where the famous beauties of the world have come for over 30 years. Now these famous beauty aids are available exclusively in Pasadena and San Marino at Continental Hair Fashions, 500 East Green Street, Pasadena.

Miss Grey's reputation was established when the efficacy of her Placenta Throat Cream became known. Equally famous are her Glin Seng creams and lotions, the formula for which is based on a treasured Oriental root known as the "Root of Life," and which do so much to preserve or restore youthful smoothness and beauty to the skin.

"When men say they object to make-up, what they really mean is that they object to make-up incorrectly applied," Mr. Lipton says, and points out that correctly applied make-up is subtly flattering without being at all obvious. He believes in starting girls off correctly, with a real understanding of the importance of proper skin care and understated make-up, so vital in maintaining the loveliness of youth. In his capacity as personal representative for Miss Grey, Mr. Lipton is happy to give complimentary consultations at the salon, where he also acts as make-up specialist and instructor in make-up. You are invited to consult with him at Continental Hair Fashions, 500 East Green Street in Pasadena, phone SY 6-6178.

—ADVERTISEMENT



Hon Jackson
STORE FOR MEN

18 W. SIERRA MADRE BLVD. EL 5-1236

JANUARY

SALES & CLEARANCE

3 DAYS ONLY—JAN. 20-21-22

CUSTOM TAILORED SUITS

(Hand cut and bench tailored in our own shop to your measure from the finest imported fabrics from Italy & England)

Reg.	Sale Price
\$150.00	\$130.00
\$145.00	\$115.00
\$139.00	\$109.00
\$135.00	\$105.00

Custom Tailored SPORTCOAT & SLACK SETS

Reg. \$139.00
Sale Price \$109.00

100% CASHMERE SPORTCOATS

Reg. \$87.50
Sale Price \$69.88

PAJAMAS

Reg. \$7.95
Sale Price \$4.88

PAJAMAS (Pure Silk, Broken Sizes)

Reg. \$25.00
Sale Price \$14.88

HAND MADE SLACKS

Reg. \$37.50
Sale Price \$24.88

Imported Italian WOOL SHIRTS

Reg. \$32.00
Sale Price \$17.88

White Shirts

Reg. \$5.95 - Sale Price
2 for \$8.88

Mohair Sweaters

Reg. \$22 — Sale Price
\$11.88

Alpaca Sweaters

Reg. \$35 — Sale Price
\$22.88

SPORT SHIRTS

Reg. \$24.00 SALE PRICE \$14.88	Reg. \$10.95 SALE PRICE \$6.88
Reg. \$6.95 SALE PRICE \$3.88	Reg. \$11.95 SALE PRICE \$7.88
Reg. \$7.95 SALE PRICE \$4.88	Reg. \$12.95 SALE PRICE \$8.88
Reg. \$9.50 SALE PRICE \$5.88	Reg. \$14.95 SALE PRICE \$9.88

Wool Shirts (Machine Washable)

Reg. \$14.95
Sale Price \$9.88

Imported Suede Jackets

Reg. \$45 — Sale Price
\$34.88

Imported Swiss Velours

Reg. \$15 — Sale Price
\$11.88

Sport Coats (Broken Sizes)

Reg. \$60 — Sale Price
\$34.88

Men's Robes (Broken Sizes)

Reg. \$12.95 - \$15.95
\$8.88

Leather Goods

30% OFF

Johnston Murphy Shoes (Broken Sizes)

Reg. \$37.50
Sale Price \$24.88

Imported Neckwear

REG. \$6.50 SALE PRICE \$4.00
REG. \$3.50 SALE PRICE \$2.49

Custom Tailors Hon Jackson STORE FOR MEN EL 5-1236

18 W. SIERRA MADRE BLVD. SIERRA MADRE

Custom Slacks (Tailored to your measure)

Reg. \$39.50 — Sale Price
\$27.50

Men's Fine Colognes

30% OFF



JOHNNIE'S BEAUTY SALON

20 WEST MONTECITO AVE., SIERRA MADRE

NOW OPEN

AND RECEIVING APPOINTMENTS

CALL EL 5-3941

Introducing to Sierra Madre

Marty Estes — formerly of Walker & Scott — San Diego

and

Joseph Signorino — formerly of Conti's — Playa del Rey

We Will Maintain Our Usual Low Prices —

Shampoo & Set - \$2.50 Permanents - from \$10.00

Hours 8 to 5 — and for you busy people 6:30 to 10 p.m.

Welcome Gifts Till January 30, 1966 PLEASE CALL ELGIN 5-3941

An APOTHECARY

Weights & Measures

A RESOLUTION

The start of the New Year is probably the best time to put your house in order, so we suggest that you review the contents of your medicine cabinet. Do you keep old or half-filled prescription bottles in your medicine cabinet? After being stored, exposure to air, moisture or light can cause certain pharmaceuticals to change chemically and lose their potency. And should you try to use them again or "self-diagnose" and "treat" yourself with old medications, it is possible you could harm yourself or at least rob yourself of needed relief. Why not make a mental note, or better still, tackle that medicine cabinet right now and clean it out. Those old drugs have done their specific job, and they might not help you in the future, and further they might pose an actual hazard, especially if they are not kept well out of the reach of children.

When you need prescriptions in the future rely on your family physician to diagnose and prescribe for you, and then rely on one of our pharmacists to fill that prescription from our fresh and complete stock of pharmaceuticals. Remember too, that after hour emergency service is available.

Rudolph R. Hartman

Hartman Rexall Pharmacy

AT 29 NORTH BALDWIN

IN SIERRA MADRE — PHONE 355-3311

After Hour Pharmacy Service Is Available



'MEMOS' FROM YOUR Stylist

by LOLITA

If you are planning to have your hair tinted for the first time, and are thinking of a permanent as well, might we suggest that you get the permanent at least a week before coloring? A permanent will likely lighten tinted hair to some degree, hence the caution.

The importance of a professional tint the first time out lies not only in the skilled techniques of a professional operator, but in the precautions taken to determine that you are not allergic to the chemicals used.

Fortunately, no woman is allergic to the stunning effects of hair beautifully tinted by our specialists. For a tint-tillating experience, and renewed beauty, depend on PETITE BEAUTY SALON . . . 185 West Sierra Madre Blvd. . . Phone EL 5-8041 . . . Manicures by Gladys . . . Styling, Coloring, Tipping & Frosting by Lolita, Frances, Bernadine, Sherry, Sue, Beverly, Lee and Betty . . . Sale and service Wigs . . . Open 6 days . . . Thursday Evening by appointment . . . Coffee . . . Parking in rear.

THIS WEEK'S HELPFUL HINT: If there is no soap or detergent handy, your sweater can be washed in shampoo!

Wilson PTA Musical Revue

Where can one see Eskimos from Sierra Madre, three girls on a raft meeting up with a whale, or teachers at "The Yacht Club Dance" all in one evening? Where else, but in "Nautical But Nice" on Friday, Jan. 21, and Saturday, Jan. 22, at the Wilson Junior High School PTA musical revue, in the school auditorium, at 8 p.m.

A limited number of seats are still available. For tickets, please call 355-2433 or 355-6697.

Myra Jan Schwartz, James I. Lockard Engagement Announced At Party



MYRA JAN SCHWARTZ
... Engaged

A holiday dinner party was the setting for the announcement by Dr. and Mrs. Walter Frederick Schwartz of Landfair Road that their daughter, Myra Jan, is engaged to James Ivan Lockard, son of Mr. and Mrs. Fred G. Lockard of Lewiston, Idaho.

The bride-elect is a graduate of Mayfield School and is a former member of Pan-

dias, junior auxiliary to Spastic Children's League. At San Diego State College she is a senior nursing major and is a member of Chi Omega sorority.

Mr. Lockard attended Idaho State University and recently completed four years of Navy duty. He is currently studying pre-medicine at Mesa College, San Diego. The couple has set a July 2 wedding.

Shakespeare Club Hear Humorist

On Jan. 18, the Shakespeare Club dining room will be open early for members and guests to admire and cast votes for their choice of the most artistic centerpieces arranged by talented members. Prizes will be awarded to winners during the 11:30 luncheon, presided over by Mrs. James C. Chambers, president. Mrs. Victor H. Tuttle, chairman.

At 1:30 p.m. Mrs. Edwin Eckel, director, Travel Department, will present Wendell L. Miller, D.D., lecturer, humorist, word traveler and photographer, who will bring pictures and commentary of little known places of fascination. For the past several years Dr. Miller has penetrated the "Iron Curtain" to visit Russia and the satellite countries where he has both photographed and interviewed the people of these

countries. In his lectures he approaches the personal, social and international problems with interpretation of the basic needs of humanity. His genuine interest in people and how they live, his love of children, a brief in the dignity of men, bring to his audiences a wealth of anecdotal footnotes tempered with humor.

Auxiliary To Meet Jan. 27

Sierra Madre Community Hospital Auxiliary will hold its general meeting at Hermosa House on Thursday, January 27 at 12:30 p.m.

Mrs. Gilbert Yorba, vice president and program chairman will present the guest speaker, Dr. Robert G. Davis, chief of staff at the hospital. Dr. Davis will give an interesting and informative talk on arthritis which he will accompany with a film.

Hostess at the lovely tea table will be Mrs. Arthur Maricq.

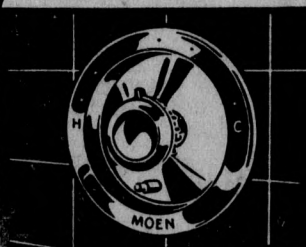
You & Your Neighbor

On Feb. 22 a gala fashion show and luncheon will be held at the Beverly Hilton to raise funds for the Retreat House of the Sacred Heart in Alhambra. The show will be built around the clothes of the well-known designer Travilla. Among Sierra Madre residents who will leave in a group from the home of Mrs. Shirley Robertson, 385 E. Grand View, will be: Mrs. Ruth Gilb, Mrs. Helen Snyder, Mrs. Charlotte Mickity, Mrs. Shirley Tattersall, Mrs. Pat Meskell, Mrs. Beverly Yellich, Mrs. Barbara Termath, Mrs. Jean Smalldon, Mrs. Evelyn Brady, Mrs. Martha Griffin, Mrs. Catherine Styler, Mrs. Connie Tahl and Mrs. Betty Sidenfaden.

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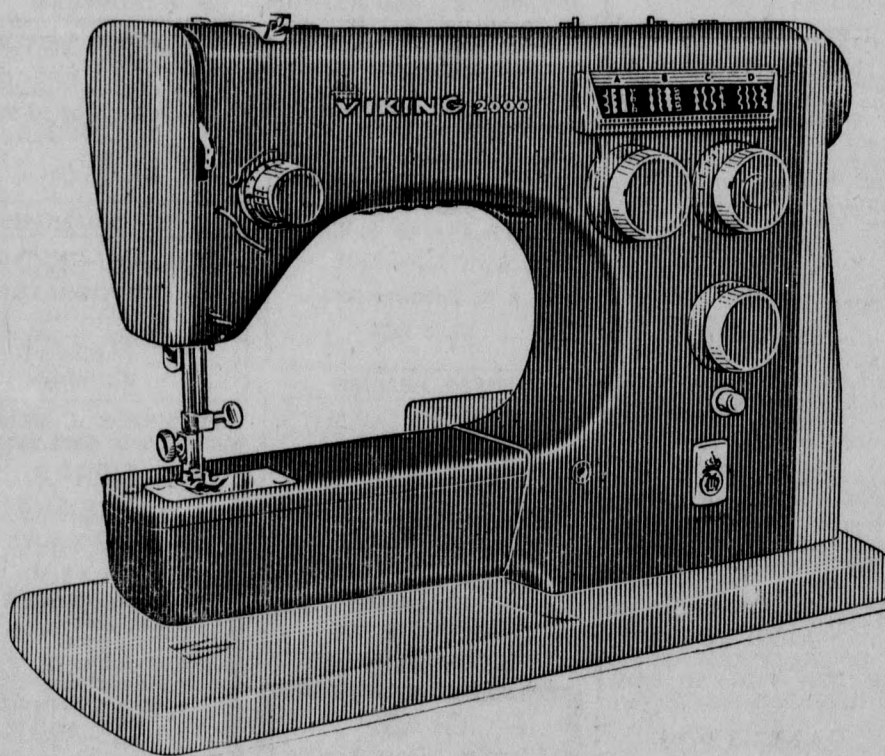


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Sierra Madre

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DINNER — from 5:30 to 8:30 p.m.

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AT REASONABLE PRICES.

ONCE IN A LIFETIME SALE FOR
MAPLE LOVERS!Items are priced to move, no haggling, some need refinishing, but all below, far below used value. First come, first served on these bargains . . .
Solid maple coffee tables 24"x48" . . . \$10.00
1-Cosco Serving Cart . . . \$2.50
1-Maple Step-end Table . . . \$7.50

Terms — Cash takes it or holds it

Call after 6 p.m. Wednesday or Thursday
or all day Friday

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FURNITURE

Selling at reasonable prices because of leaving area. 3-pc. sec. circular beige sofa. Pr. Mauve bk. chairs Boston bookcase, fruitwood finish. Mahogany pieces; Magnavox radio-phonograph. Revol. book table, end table. Ex. din. table, tea cart, lamps, solid cherry Willet Br. room suite w/ 2 dbl. beds, chest, dresser w/mirror.

355-0819

1965 SEARS elec. port. typewriter, 12" carriage. Ex. cond. \$100 Kathy Hildreth 355-7950 (after 6 p.m.)

FURNITURE
FOR SALEHeywood - Wakefield 80" sofa, w/spring constr. 5-piece oval dining set (walnut fin. & w/custom pads). Matching small buffet.
Glen of Calif.
Lge. Walnut coffee table All Excellent Condition
Call Sierra Madre After 6:30 p.m. 355-9281

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Bill Ding

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10' per ft.

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cove "pad". Patio, gar-
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large family. Sprinklers,
walled, landscaped. Close
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rooms, 3 baths, 17x38 liv-
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Private study, lge. hobby
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Beautiful riding trail
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Custom stucco 1800 sq. ft., 3 lge. bdrms., din. rm.
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Charming hilltop, older 2-story, shingle brick trim.
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quiet cul-de-sac w/unob-
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UNFURN. house for rent 2 br., den \$150. 94 Esperanza. 330-4275 D:1-6ft

UNFURNISHED 2 bedroom, central air cond. Subterranean parking, T.V. cable, "Laurel View," 80 3. Laurel. EL 5-8248 (aft. 5).

WANTED

Couple With Children

To enjoy spacious, approx. 1000 sq. ft., 2 bdrm., unfurn. apt. Extras include, 2 huge walk-in closets, cpts., drapes, btl-ins., PLUS T.V. cable. Must See To Appreciate

Reasonable Rent

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SM. 2 bdrm. house for rent, suitable for cpl. w/child. T.V. Cable. \$100 mo. Call aft. 5:30 p.m. EL 5-6554

3-ROOM house, stove, refrig. Util. pd. EL 5-3091 or EL 5-6186

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53 SUFFOLK Open or phone 355-2143 355-1689

BACHELOR apt. part. furn. util. pd. Prefer lady. Close trans. & stores. 355-1639 D:1-13

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1 Bdrm., Furn. Apt., Utilities Pd., TV Cable — \$75

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157 ESPERANZA

355-7045 Sierra Madre

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NEED lady, 5 day-week, permanent position. Lt. housework, help w/small child. SY 5-5951 SY 6-5117 B:1-20

PART time delivery boy wanted. Apply Hartman Pharmacy, 29 N. Baldwin. B:1-20

Sierra Madre Youth Needs Your Help

If you need work done around your home or business, call the Sierra Madre Youth Office. Let a student help you. Phone

355-7141

Between 2 - 5 p.m. and put youth on a job (No fee charged)

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FOR YOUR INSURANCE NEEDS SEE NINA NEALE NEALE AGENCY 20 NO. BALDWIN EL 5-1406

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LEGAL NOTICE CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME

THE UNDERSIGNED do hereby certify that they are conducting an Apartment House business at 111 Suffolk Avenue, City of Sierra Madre, County of Los Angeles, State of California, under the fictitious firm name of 111 Suffolk Apartments and that said firm is composed of the following persons, whose names and addresses are as follows, to wit:

Lloyd G. Emerson, 111 Suffolk Ave., Sierra Madre; Alice Emerson, 111 Suffolk Ave., Sierra Madre.

WITNESS our hands this 17th day of January, 1966.

LYNNE BEGLEY, Notary Public in and for said county and State, My Commission Expires August 18, 1966

Publish Sierra Madre News Jan. 20, 27, Feb. 3, 10, 1966

Civic Club Helps Youth of City To Become Employed

The Sierra Madre Civic Club, CFWC, Verdugo District, and the Sierra Madre Chamber of Commerce in cooperation with the California State Employment Service are sponsors of the Sierra Madre Youth Employment Service. This service is designed to help both the youth of our community as well as you—the employer. Five hundred sixty-two applications by our young people have been filed (some are repeat applications) and 327 individual jobs have been filled since the last week of April, 1965. The job is not recorded until the work has been started. The rate of pay is agreed upon between employer and employee before the youth is sent to the employer. There is no fee charged for either employee or employer. Some youths provide their own transportation.

The Youth Employment Service will take any order and try to fill it. Each placement is followed up by the State Employment Service. Suggested jobs include: ironing, baby sitting, office work, sales, light housework, wall or window washing, box boys, bus boys, car washing, delivery boys, painting, carpenter's assistant, gas station help and yard work.

Office hours are Monday through Friday, 2 to 5 p.m. only. Mrs. Mary Slight from

Hastings Ranch Nursery School Parents Night

Hastings Ranch Nursery School announces its second parent evening meeting on Tuesday, January 20 at 7:30 p.m. Guest speakers will be Mr. H. Kirchdoerfer and Mrs. Jane Morse.

Dr. Kirchdoerfer, prominent pediatrician, will present the topic "Discipline for the Pre-Schooler." The school is proud to have Dr. Kirchdoerfer as a member of its advisory board.

Mrs. Morse is one of the six co-founders and co-directors of the Sierra Madre Creative Arts Group. Mrs. Morse will discuss "Creativity for You and Your Child."

the California State Employment Service is there to answer your questions and place your order during those hours. Mrs. Dorothy Underwood, secretary-manager of the Chamber of Commerce, has given this program her cooperation and assistance. Civic Club chairman is Mrs. Gerald DePalma.

If this service is to be continued, the cooperation of the community is urgently requested. It is important to keep this program alive so that it may continue throughout the summer and provide for school vacationing youth. At the moment, after-school and Saturday jobs are urgently needed.

For further information, please call the Chamber of Commerce office at 355-7141 between 2 and 5 p.m. Monday through Friday.

A. E. O'Banion Spanish-American War Vet Succumbs

Ansel Edward O'Banion, age 89, known to his many friends as "Capt," passed away in Wadsworth Veterans Administration Hospital, Sawtelle, Calif., Sunday, Jan. 16.

"Capt" O'Banion was originally from Nebraska, but had made his home in California for 72 years and in Sierra Madre for many years; his Sierra Madre address was formerly 337 Camillo Ave. He was self-employed as a veterinarian and was a veteran of the Spanish-American War, and was a writer of a number of books.

Survivors include a daughter, Mrs. Howard T. Sutherland of Newport Beach, three grandchildren and 2 great-grandchildren.

Graveside services will be held Thursday, Jan. 20, at the Sierra Madre Cemetery.

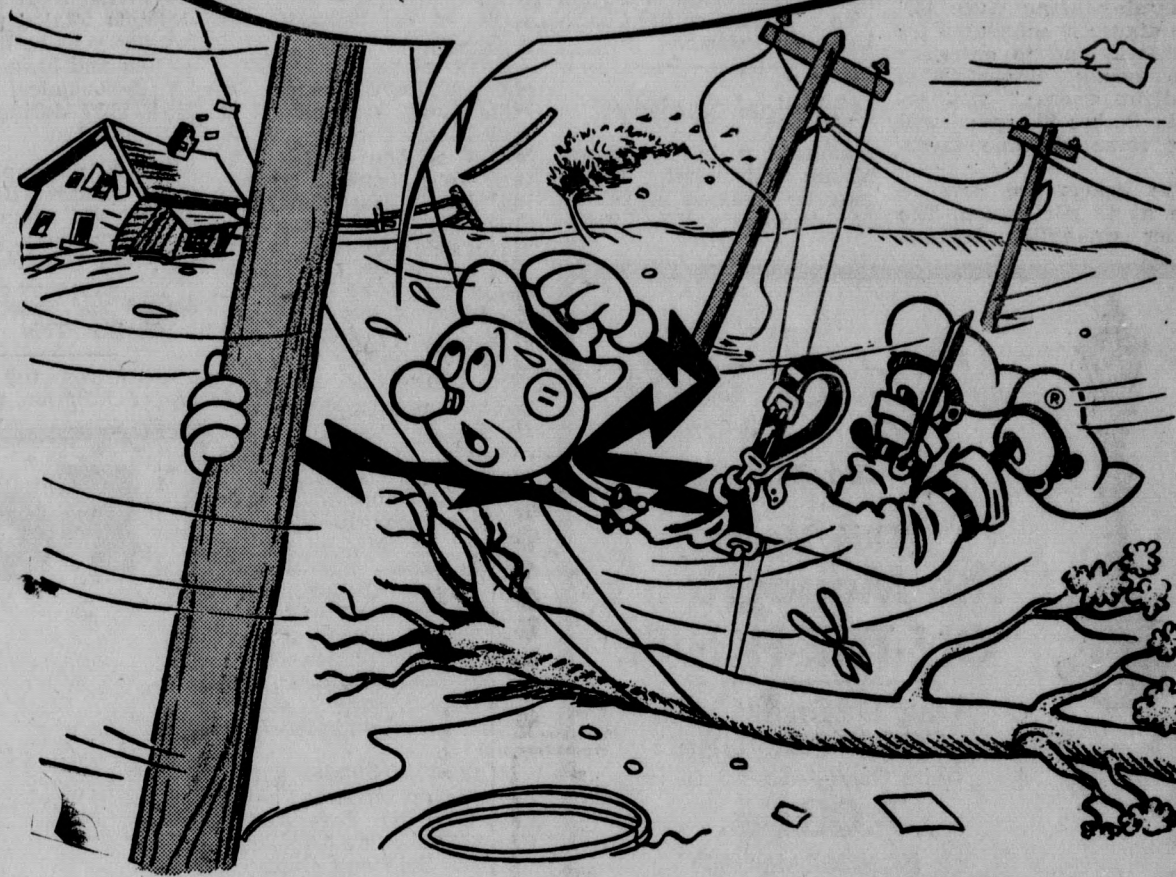
Orchid Hobbyists Meet January 20

The San Gabriel Valley Orchid Hobbyists meeting will be on January 20, at the Los Angeles State and County Arboretum, Arcadia.

WOW! THAT WAS SOME WIND...

... And it did quite a lot of damage to us, too. If your electric service was temporarily interrupted, we want you to know that we had every available Edisonman working to restore service as soon as possible. Thanks for your patience and cooperation. It's appreciated.

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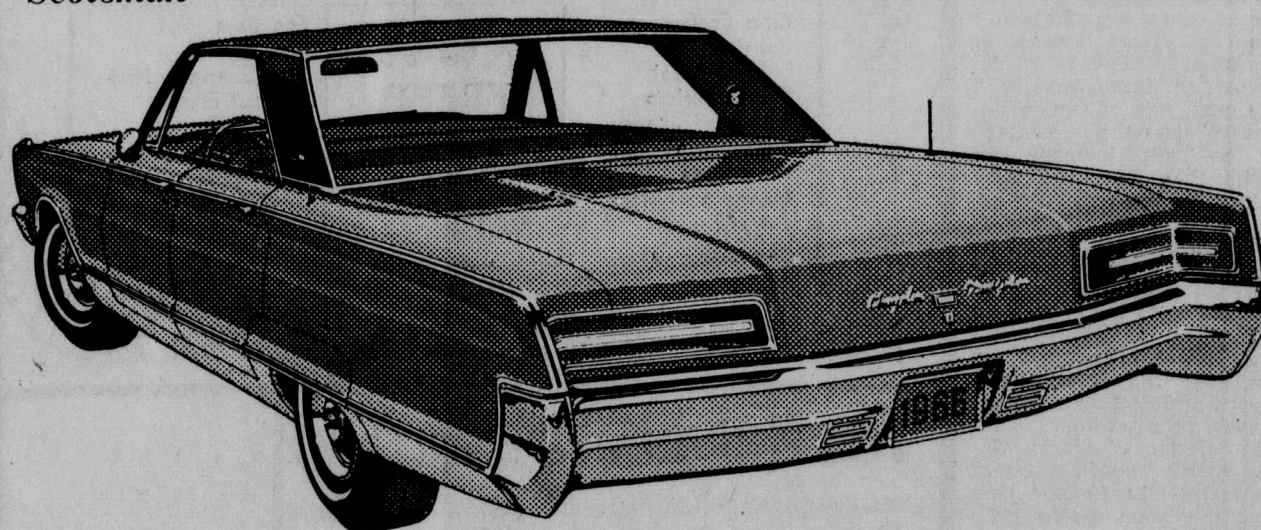
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'63 VALIANT SIGNET Two Door Hardtop **\$1457.00** FULL PRICE

'53 PONTIAC '66 License, Perfect Trans. **\$187.00** FULL PRICE

'61 DODGE STA. WGN. One Owner, Beige **\$963.00** FULL PRICE

'60 RAMBLER SEDAN Red and White **\$587.00** FULL PRICE

SM Chamber of Commerce Installation Dinner Feb. 14

The Sierra Madre Chamber of Commerce Installation Dinner will be held Monday, Feb. 14, in the Banquet Room at Eaton's Santa Anita, 1150 W. Colorado, Arcadia. John Milton Kennedy, well-known radio and television personality, who spoke last year on the subject, "To Be or Not to Be," the sorrowful gap in young education and learning, will speak on the subject of "P. R. (public relations)—the Invisible Cell." Mr. Kennedy will be introduced by Robert Green of the Southern California Edison Co.

The cocktail hour which starts at 7 o'clock will be enhanced again by Al Foxton at the piano. Come early and "sing along with Al." The dinner is scheduled for 8 o'clock, and to entertain you during dinner, "The Gaslight Chorus," the Arcadia Barber Shoppers, will sing some old-time favorites.

The tickets are now on sale at \$5 per person. The dinner committee consists

of Chairman Jim Burke, 355-8544; John Rudbach, 355-1416; Ralph Hurwit, 355-0479; Douglas Delahouke, 355-7196; and Dorothy Underwood, 355-7141, hours 10 to 2 p.m., closed Saturday. For reservations and tickets, please call the committee member nearest to you.

The space is limited and a guaranteed reservation must be called in in advance. Please help the committee by getting your tickets early.

Many door prizes, so generously given by Sierra Madre merchants, will be awarded during the evening. All new members will be introduced by the master of ceremonies, Jim Burke, membership chairman and vice president of the Chamber of Commerce.

Historical Society

membership in the Sierra Madre Historical Society may be obtained by calling Mr. Andrews at EL 5-9588.

Lutheran Pastors Convened At Faith Lutheran

The Sierra Pacific Lutheran Pastoral Conference will convene for midwinter session next Tuesday and Wednesday at Faith Lutheran Church, 845 Hastings Ranch Drive.

The Conference, a component division of the Southern California District of the Lutheran Church—Missouri Synod, numbers approximately 135 pastors, located in parishes south of a line between Pasadena and Long Beach, and including 14 pastors from Arizona.

The sessions will open with a 9:30 Pastoral Communion service on Tuesday morning, in which the Rev. E. W. Schroeder of Long Beach, the District's first vice president, will be the speaker. The local pastor, the Rev. Armin Hesse, will serve as the liturgist and celebrant.

Included in the Conference program will be "A Bible Study on the Book of Amos," by the Rev. R. Z. Meyer of San Diego; lectures on "Lenten Preaching" by Dr. Mark Steege of Concordia Seminary in Springfield, Illinois; a report on "Where Does Rome Stand Now," by Dr. Ernst Koehnke of the University of Southern California; and reports by District President Victor Behnken of Long Beach and other district officials.

Serving as the host congregation, the ladies of Faith Lutheran will serve the two noon lunches, directed by Mrs. Gertrude Gerke, Mrs. Betty Barlow, and Mrs. Edna Eiken. The men of the parish will serve the Tuesday evening pastoral banquet dinner, directed by Donald Meuser, Robert Harbur, Norman Miller, William Reed and Don Hargens.

In the 10:30 Sunday morning worship service at Faith Lutheran the Rev. Armin Hesse will speak on "Christ's Epiphany Glory—On the Sea." The Senior Choir will present Robert Shaw's arrangement of "Praise to the Lord." The Sunday School and Bible classes will convene at 9:15.

PHS Student

ter Iserhard family in Novo Hamburgo while attending the Colegio Estadual, during the school year, starting March 1, and ending December 1.

The Iserhard family consists of father, mother, son, Alexandre, 16 daughter, Astrid, 11, and Mrs. Iserhard's mother, Mrs. Lili Albertini. Rob has three sisters, Bianca, a senior at UCLA; Victoria, a senior at PHS; and Patricia, a sophomore at PHS.

S.M. Business

showed a decrease in number of businesses of about 4 per cent. Total number of businesses showed a decrease of approximately 7 per cent, this of course naturally raises the percentage of business increase for those that remained to a higher degree than the actual chart shows.

It has been estimated by statisticians that the actual increase of business in Sierra Madre, to be used as a guide for all businessmen is in the vicinity of 8.37 per cent for the retail businesses and 8.13 for all businesses as a whole.

Population of Sierra Madre showed an increase of approximately 19 per cent over the same period 1962-65, and now stand, according to the Los Angeles Chamber of Commerce at approximately 11,441. Yearly increase is estimated to be in the vicinity of 7 per cent per year.

Camp Fire Girls

activity the girls all joined together in a candy kick-off which was held last Saturday at Sexson Auditorium at PCC.

The girls are required to be in their colorful service costumes and accompanied by an adult when they are out selling candy.

Proceeds from this activity go directly to the Council Center to be used for improving camp facilities and supplementing operating costs of the council. All those participating in the Camp Fire program are grateful for the generous response given to this necessary fund-raising project.

Jack Butler

will also present a very descriptive picture of the tremendous changes effected during Jack's years of service in the local post office. Receipts totaled under \$20,000 per year at the time he started and have climbed to an astronomical figure of \$254,258.37 during the year just ended.

His fellow employees and many friends will miss him at his old stand, but all wish him many, many happy years of retired life.

Attend The Church Of Your Choice This Sunday

Check your tires often for proper inflation pressure.

Search & Rescue Team To Fight

of Sierra Madre. We have just witnessed the heaviest rains ever recorded during November in the history of the southland and the waters of the Little Santa Anita ran only a foot high in the channel.

The stream above ran free and clear, tumbling over falls swathed in ferns. **Never has a single person been injured by the waters of the Little Santa Anita.**

Although much has been said about the clogging of the pipeline, and this hasn't been solved yet. I wonder how they intend to keep the children out, for we all know that children love to explore long dark tunnels to see if they can reach the sun at the other end. And I wonder too, about the bats, rats, and the other spooky creatures that will thrive in the erie interior.

It seems strange that as Lady Bird Johnson, Governor Brown and many others are stressing the need to preserve the beauty of the land, the Los Angeles County Flood Control Board are seeking ways to destroy it. We often read of all the good they have done and much of it is true, but there is never any mention of their damage. Therefore the members of the Search and Rescue Team are willing to take interested parties on guided tours of the Winter Creek and Big Santa Anita

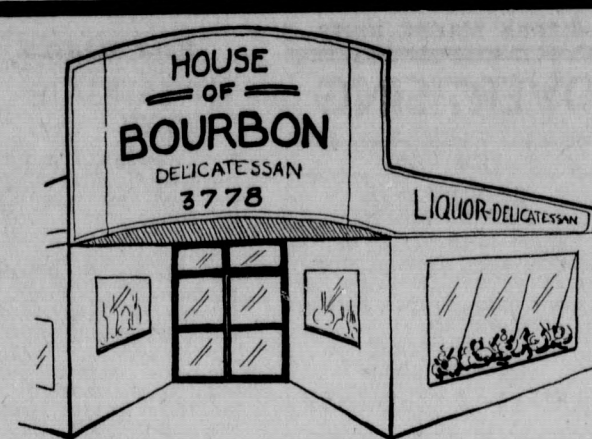
Canyons. Many an old time Sierra Madrean who remembers the Big Santa Anita Canyon before the flood control days now refuse to ever walk down the oiled road again into the disgusting area.

While the farmers in Northern California weep with regret as their farms are washed away, here the Flood Control "experts?" seek to show their power over the very people that support them.

The Search and Rescue men are not fighting to save the Little Santa Anita for themselves alone. For quite a few of them are already walking down the western slope in the rays of a setting sun. And fortunately we grew up playing by the sparkling waters of the Little Santa Anita stream. But we feel for the young and the generations to come, whose eyes will never see the beauty of our own Little Santa Anita Canyon as God and nature made it, unspoiled by human hands.

For once destroyed the area will never be the same again. There are many things that are so priceless that money cannot buy and we feel that our own little wilderness is one of them. We want so badly to save it for our children. At least we can tell them we tried.

(To be continued)



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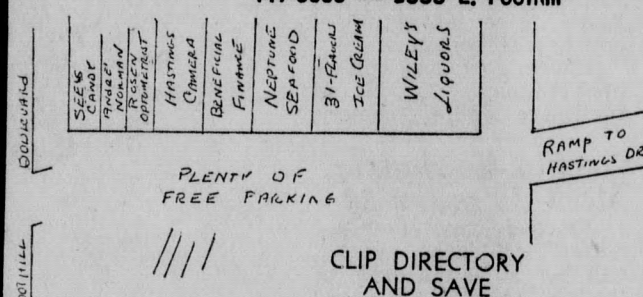
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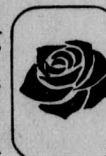
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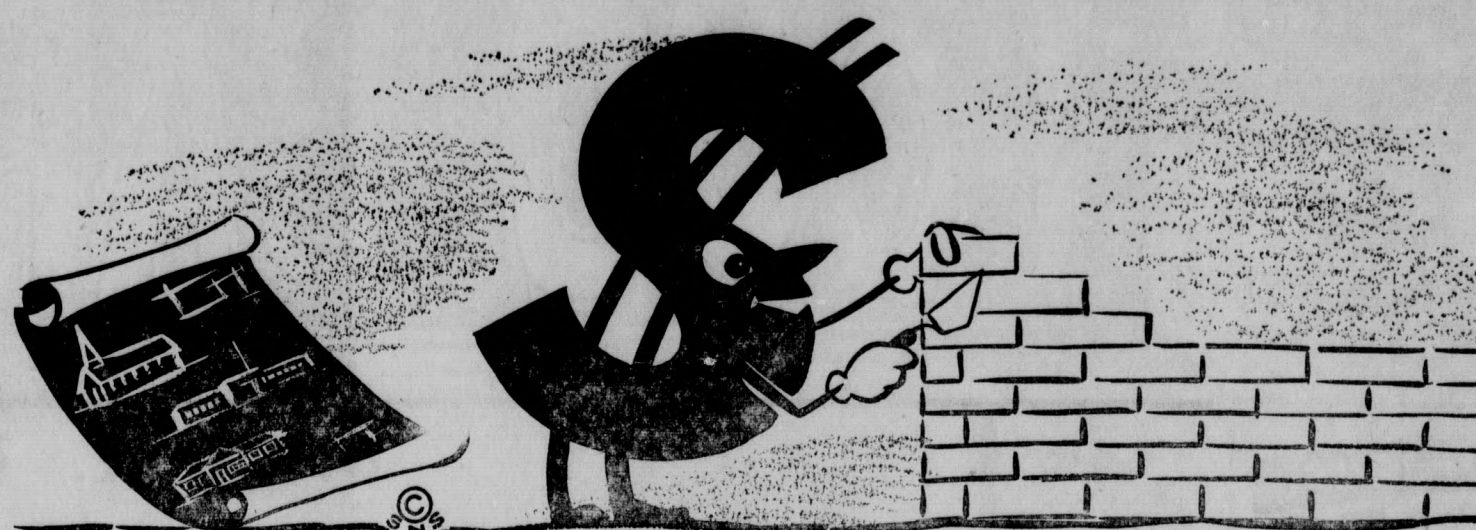
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ARNOLD'S HARDWARE
Paints — Gifts — Sports
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"For Best in travel — Call us"
Complete domestic, world wide travel arrangements
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"New Gifts Arriving Daily"
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27th year serving the people of
Sierra Madre since 1938
9 A.M. to 9 P.M.
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"The finest in Bakery Goods"
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Mon.-Fri. Open til 5 p.m. — Sat. til 3:30 p.m.
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COMMUNITY HOSPITAL**
A Homeowned Institution
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49-A S. BALDWIN AVE. EL 5-1438
"The only complete travel service in the area"
World-wide affiliations.

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FOOD BARGAINS

PICK OF THE CROP, FRESH VEGETABLES

FRESH CRISP HEADS
ROMAINE **2 25¢**

EXTRA FANCY SCHOOL BOY
DELICIOUS APPLES **2 lbs. 29¢**

SWEET JUICY
NAVEL ORANGES **5 lbs. 69¢**

SMALL SELECT
RUSSET POTATOES **10 POUND SACK 49¢**



AT THE HOME
OF THE
GREEN FROG



NUT
LOAF
55¢

THIS WEEK'S
SPECIAL
FROM
WISTARIA
BAKE
SHOP

APRICOT
and
RASPBERRY RINGS
55¢

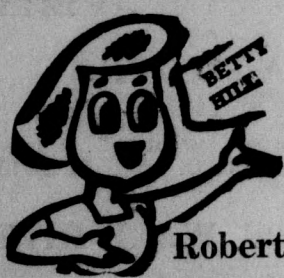
Bumble Bee -- Chunk Style
Clover Leaf Alaska
KING CRAB **7 1/2-OZ. CAN 79¢**

Whole or Sliced
Deluxe
MUSHROOMS **2 1/2-OZ. CAN 4 1/2 FOR \$1**

Pillsbury Best
All - Purpose
FLOUR **5-LB. SACK 55¢ NET**

Walla Whopper
ASPARAGUS
SPEARS **14 1/2-OZ. CAN 2 89¢**

Geisha Solid Pack
Albacore
WHITE
TUNA **7-OZ. CAN 3 1/2 FOR \$1**



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COOKED FOODS PREPARED DAILY
UNDER THE SUPERVISION OF
BETTY HILL
AND HER ASSISTANTS

Roberts Home Made
ITALIAN STYLE
SPAGHETTI **LB. CUP 55¢ lb**

Rath All - Meat
WIENERS **LB. PKG. 55¢**

Medium or Sharp
TILLAMOOK CHEESE **69¢ lb**

U.S.D.A. CHOICE BEEF

PRIME RIB
ROAST

First
5
Ribs **95¢ lb**

TOP SIRLOIN
STEAK

BONELESS **\$1.69 LB.**

SPENCER
STEAK

\$1.95 LB.

FRESH FROZEN EASTERN

LEAN SPARE RIBS

59¢ lb

FRESH LEAN
GROUND
CHUCK **59¢ lb**

ROBERTS
HAM LOAF
MIX **99¢ lb**

ATLANTIC
WHITE
SCALLOPS **\$1.19 LB.**

Lean Sliced Bacon "Rath" Black Hawk **89¢ lb**

Grapefruit Sections

Bordo
Lb. Can **4 1/2 FOR \$1**

Morton House
BEEF STEW

24-OZ.
CAN **39¢**

Glorietta
PEARS

HALVES
29-OZ.
CAN **49¢**

All Grinds
FOLGER'S
COFFEE

69¢ LB. CAN
(2 Lbs. -- \$1.37)

S & W
APPLE JUICE

QT.
BTL. **39¢**

Nabisco
OREOS

LB.
PKG. **39¢**

Apple Sauce

S & W
15-oz.
Glass **4 1/2 FOR \$1**

Cinnamon Wafers

Sunshine
10-oz. Pkg. **4 1/2 FOR \$1**

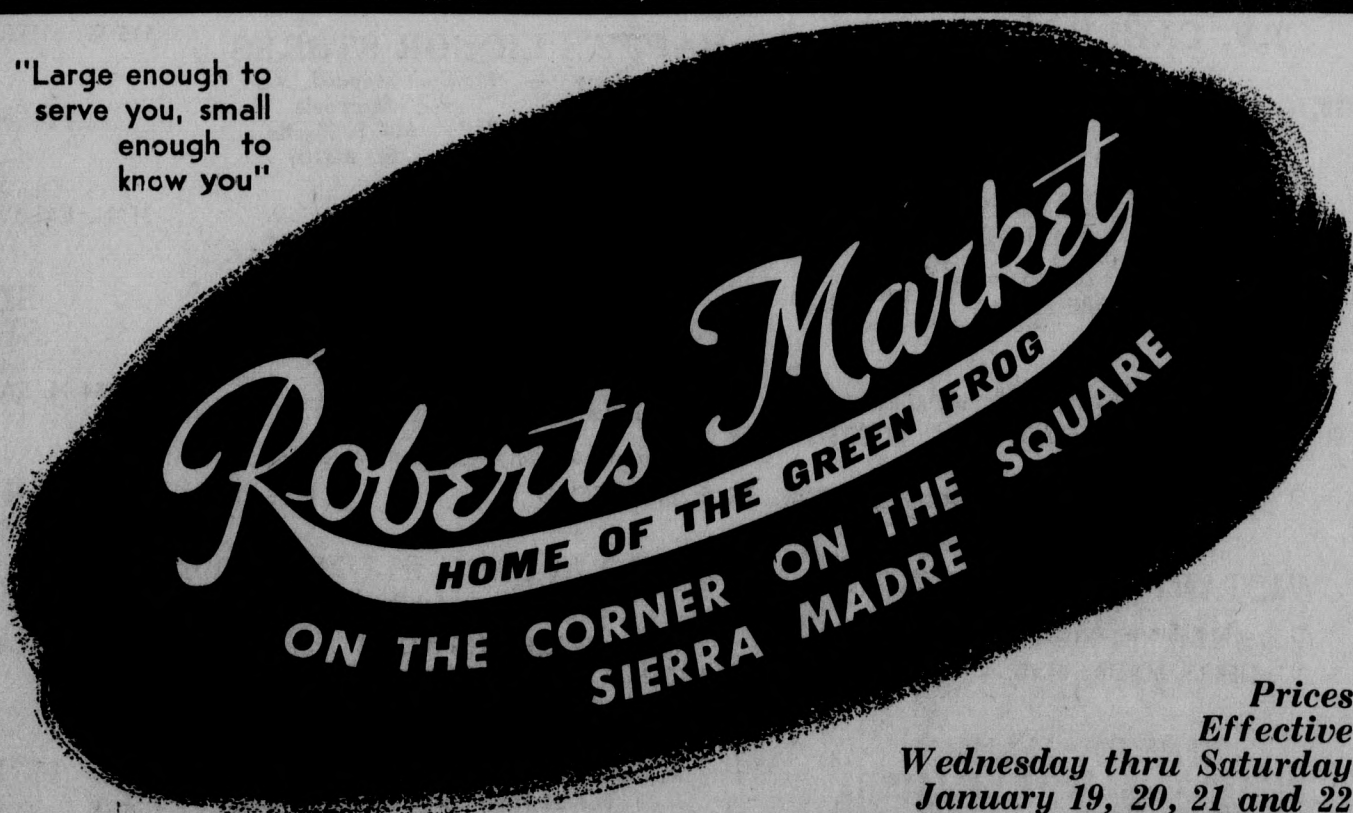
FOR VARIETY FROZEN FOODS

Treesweet
ORANGE
JUICE **6-OZ. CAN 5 1/2 FOR \$1**

Birds Eye Leaf
or Chopped
SPINACH **10-OZ. PKG. 5 89¢**

Swanson
TV FRIED
CHICKEN
DINNER **11 1/2-OZ. 49¢**

"Large enough to
serve you, small
enough to
know you"



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Effective
Wednesday thru Saturday
January 19, 20, 21 and 22

— Open 6 Days A Week — 9 A.M. - 7 P.M. — Closed Sundays —

IT'S FREE THIS WEEK! AT



ORANGE JUICE
Treesweet—Pure, Unsweetened
6^F/1^R
FROZEN 6 OZ. CAN
SPECIAL PRICE

MAXWELL HOUSE COFFEE
Regular, Drip or Fine
69¢
1 LB. CAN...
2 LB. \$1.37
SPECIAL PRICE

BANQUET DINNERS
Choice of Varieties
3^F/1^R
FROZEN 11 OZ. PKG.
SPECIAL PRICE

FACIAL TISSUE
Chiffon—Assorted Colors
19¢
CTN. OF 2-PLY
SPECIAL PRICE

LOOK WHAT'S 'SPECIAL' IN THE MEAT DEPARTMENT!

USDA CHOICE

STEAKS

The 'Choices' of the Graded Choice Steer Beef, With Our Famous Custom Trim... You Can't Make a MISTAKE!

T-BONE CLUB OR SIRLOIN TIP **98¢/lb**

Porterhouse Steaks TENDER AND FLAVORFUL **\$1.15/lb.**

Boneless Top Sirloin DELUXE STEAKS **\$1.39/lb.**

Center Chuck Steaks EXTRA LEAN CHOICE BEEF **49¢/lb.**

GROUND CHUCK FRESH, LEAN Always Better At Vons! **59¢/lb.**

BEEF SHORT RIBS lb. 35¢

BONELESS STEW BEEF lb. 79¢

Top Round Steak BONELESS CHOICE BEEF **98¢/lb.**

Family Steaks U.S.D.A. CHOICE TRIMMED WASTE FREE **79¢/lb.**

Choice Rib Steaks LEAN & TENDER **89¢/lb.**

Boneless Round LEAN, JUICY FAMILY FAVORITE **89¢/lb.**

Center Chuck Roast EXTRA LEAN **49¢/lb.**

O-Bone Roast LEAN, FLAVORFUL SHOULDER CHUCK **59¢/lb.**

Boneless Chuck CHOICE STEER BEEF WASTE FREE ROAST **79¢/lb.**

Beef Brisket BONELESS ROAST WHOLE OR POINT HALF **79¢/lb.**

U.S.D.A. CHOICE CORNED BEEF

Boneless Brisket Whole or Point 1/2 **69¢/lb.**

CORNED BEEF BONELESS ROUNDS **79¢/lb.**

DANOLA SLICED BACON Imported from Denmark **69¢/12 oz. pkg.**

Smoked Pork Chops LEAN & TASTY **98¢/lb.**

Smoked Beef Tongue SERVE HOT OR COLD **79¢/lb.**

Pickled Beef Tongue TASTY TREAT **69¢/lb.**

Breakfast Beef THE REAL MCCOY 12 OZ. PKG. **69¢/12 oz. pkg.**

Vons Famous California Grown Fresh FRYER PARTS

Delivered Daily Days Fresher... You Can Tell By the Taste!

BREASTS, LEGS OR THIGHS **59¢/lb.**

SEAFOOD SELECTIONS

SALMON STEAKS Fancy Center Cuts **98¢/lb.**

Fresh Western Oysters 12 OZ. CAN **89¢/12 oz. can.**

Large Frying Shrimp 1 LB. POUND **\$1.09**

In the Frozen Meat Cases

Icelandic Fish Sticks 1 LB. PKG. **69¢/1 lb. pkg.**

Carnation Fish Cakes 12 OZ. PKG. **47¢/12 oz. pkg.**

McCoy's Beef Sausage 1 LB. PKG. **55¢/1 lb. pkg.**

HONEY SUCKLE BONELESS TURKEY ROAST Light and Dark Meat 2 Lbs. 8 OZ. In Foil Pan **\$3.29**

GRADE A POULTRY, TODAY'S BETTER BUY!

Young Tom Turkeys U.S.D.A. GRADE A 20-24 LBS. AVG. **39¢/lb.**

Young Hen Turkeys U.S.D.A. GRADE A 12-14 LBS. AVG. **45¢/lb.**

Beltsville Type Turkeys 4-8 LBS. AVG. WT. **49¢/lb.**

Plump Young Pheasant 2 LBS. AVG. **\$1.29/lb.**

FRYER WINGS Fine to Fry **29¢/lb.**

BACKS & NECKS Thrifty Stock for Soups **9¢/lb.**

CHICKEN LIVERS Gourmet's Delicacy **79¢/lb.**

VONS BAKERY

VONS ENGLISH MUFFINS Plain, Pkg. of 6...29¢ Pkg. of 4... **19¢/pkg.**

Sourdough Muffins PKG. OF 6 **29¢/pkg.**

Cheese or Currant PKG. OF 6 **35¢/pkg.**

VONS CAKE O' THE WEEK CHOCOLATE ALMOND CAKE

Chocolate Layer Cake With Butter Icing Sprinkled With Sliced Almonds **98¢/12 oz. can.**

THE HOME OF... LOW EVERYDAY PRICES WEEK IN, WEEK OUT, THE SAVINGS ADD UP!

ADVERTISED SPECIALS EXTRA SAVINGS, FIRST O' WEEK, END O' WEEK

BLUE CHIP STAMPS

Sunshine Rinso DETERGENT WITH SUNSHINE WHITENERS GIANT PKG. INCL. 10¢ OFF **59¢**

Catering Ice Cream JERSEYMAID ALL FLAVORS 1/2 GAL. CTN. **59¢**

Jerseymaid Butter 1st QUALITY GRADE AA 1 LB. CTN. **73¢**

EVERFRESH VEGETABLES

Peas, Chopped Spinach, French Fries or Crinkle Cuts

FROZEN 9 OZ. PKG.

Your Choice **10¢**

VONS ENCHILADAS Beef or Cheese 8 Oz. Package of 2 **3^F/1^R**

VONS LIMAS & HAM Heat 'n Eat Treat! 8 Oz. Package, Save 9¢ **2^F/49¢**

FRUIT TURNOVERS Pillsbury's, 2 1/2 Oz. Pkg. Apple, Peach, Cherry **3^F/25¢**

BEST BUYS ON PRIZE PRODUCE

ANJOU or BOSCH PEARS Ripe & Sweet Ready to Eat A Snack Favorite! **2^L/25¢**

Onions FRESH, FIRM BROWN VARIETY **3^L/15¢**

Spinach GARDEN FRESH LEAFY BUNCHES **10¢/ea**

Romaine FRESH, CRISP LARGE HEADS **10¢/ea**

Dates UNPITTED... 2 LB. BOX FITTED... 1 LB. 10 OZ. BOX **79¢**

BANANAS Golden Ripe Central American **10¢/lb.**

AVOCADOS Fancy Fuerte Buttery Ripe Jumbo 10-oz. Size **19¢/ea**

LIQUOR FEATURES

ROYAL VELVET - KENTUCKY STRAIGHT BOURBON 86 Proof, 6 Yrs. Old QUART. SAVE 40¢ **\$4.99**

Cardwell's Gin 85 PROOF FIFTH **\$3.99**

SOMETHING 'SPECIAL' IN THE DELICATESSEN

MILD CHEDDAR WISCONSIN CHEESE Aged Over 90 Days In the Piece **65¢/lb.**

BUDDIG'S SMOKED SLICED MEATS Beef, Turkey or Corned Beef Mix or Match! **3^F/1**

All Meat Franks WILSON'S CERTIFIED 1 LB. VAC PKG. **59¢**

Honey Loaf WILSON'S LUNCH MEAT 6 OZ. PKG. **39¢**

French Dressing VONS—CREAMY & ZESTY, FT. BTL. **39¢**

Sundries Section Special

Colgate Dental Cream WITH GARDOL KING SIZE TUBE **2^F/99¢**

Vons Reg. Low Price, 67¢ Ea. Special Price Includes 5¢ Off

KNORR Soup Mixes 9 VARIETIES 2-PKG. PACK **39¢**

PROGRESSO Tomato Paste 6-OZ. CAN **2^F/29¢**

GOLD MEDAL Macaroni ELBOW 1-LB. PKG. **23¢**

ALUMINUM Kaiser Foil HOUSEHOLD 25-FT. ROLL **31¢**

WATER SOFTENER Calgon 1-LB. BOX **35¢**

3-Pc. PLACE SETTING Of Classic American Charm **STAINLESS FLATWARE**

With Coupon From **VONS COUPON BOOK**

FREE VONS

3-PIECE PLACE SETTING of American Charm Stainless Steel Flatware

Plus FOUR FREE LAMPS GLASSES in our stunning Hand-painted pattern

LOW EVERYDAY PRICES PLUS ADVERTISED SPECIALS AND BLUE CHIP STAMPS

COMPARE AND SEE HOW YOU SAVE... WEEK IN AND WEEK OUT... WITH THE LOWER EVERYDAY PRICES AT VONS & SHOPPING BAG

Fido Dog Food NO. 1 TALL CAN... **7/49¢**

Gaines Gravy Train 5 LB. BAG... **79¢**

Vons Liquid Bleach GALLON PLASTIC... **43¢**

Jumbo Scottowels 200 CT. ROLL... **29¢**

Cut-Rite Waxed Paper 125 FT. ROLL... **25¢**

Waldorf Toilet Tissue 4-ROLL PACK... **3/1**

CIGARETTES ALL POPULAR BRANDS REGULARS, PER CARTON **\$2.08**

FILTERS AND KINGS \$2.11

ALL POPULAR BRANDS, PER CTN. PLUS TAXES

Except Benson & Hedges and Pall Mall Filter Kings

Snowdrift Shortening 3 LB. CAN (INCL. 4¢ OFF) **71¢**

Wesson Salad Oil 24 OZ. BOTTLE... **39¢**

Best Foods Mayonnaise QT. JAR **59¢**

Gold Medal Flour 5 LB. BAG... **59¢**

Nucoa Margarine 1 LB. CTN. **29¢**

Betty Crocker Cake Mix 19 OZ. PK. **39¢**

Dundee Large AA Eggs DOZ. **50¢**

Post Toasties Cereal 12 OZ. PKG. **29¢**

Kellogg's Variety Pack 10 PKGS. **45¢**

Quaker Oats REG. OR QUICK, 18 OZ. PKG. **25¢**

Salvo Detergent Tablets QUANT. SIZE... **75¢**

C&H Cane Sugar GRANULATED, 10 LB. BAG... **99¢**

BABY FOOD HEINZ-STRAINED FRUITS & VEGETABLES 4 1/2 OZ. Glass Jars **3^F/25¢**

Light Meat Tuna BREAST-O-CHICKEN CHUNK STYLE 4 1/2 OZ. CAN... **3/85¢**

Nalley's IXL Chili & Beans 15 OZ. CAN... **29¢**

Van Camp Pork & Beans 2 1/2 CAN... **22¢**

Spam Luncheon Meat 12 OZ. CAN... **48¢**

Big Top Peanut Butter 16 OZ. JAR... **55¢**

Nabisco Saltines PREMIUM CRACKERS 1 LB. BOX... **29¢**

Libby's Cling Peaches 2 1/2 CAN... **27¢**

Apple City Apple Sauce 2 1/2 CAN... **2/27¢**

Del Monte Green Peas 303 CAN... **23¢**

Dole Pineapple Juice 46 OZ. CAN... **33¢**

Libby's Tomato Juice 46 OZ. CAN... **29¢**

Sunsweet Prune Juice QT. BTL... **45¢**

VONS and Shopping Bag

BLUE CHIP

Tax Added to Applicable Items

As Ives Sees It

popular rider won 24 races. The year before it was four victories. This meeting he has just a single winner to his credit.

ONE MORE NOTE on football. Did you know that one out of six checks sent in for the available 3500 Rose Bowl (public sale) tickets "bounced" before the UCLA-Michigan State game? However, crime doesn't pay. The Tournament of Roses doesn't mail out tickets until the checks are cleared.

THINGS I'D LIKE TO SEE IN '66... An armistice between the warring pro football leagues... Casey Stengel and Ted Williams in the baseball Hall of Fame... And American winning a world's top tennis champion.

Football T.V. announcers who'll tell you the score and where the ball is and a lot less of the technical aspects... Cassius Clay against someone who can fight... A freeway world series in Southern California (O.K., so we're dreaming.)

"PEPTONE"

charts, and you can expect to hear lots more about them in the near future.

The Adventures of Torch McCarthy and Her Accomplice, Star Torch McCarthy stood deep in thought (which wasn't an easy thing to do). She was just struck with another brilliant idea. Star wasn't surprised, because by now she had accustomed herself to an occasional "brilliant idea" popping up every now and then.

Of course, you must bear in mind at all times that these two girls were a little on the "different" side—more like the "crazy" side. But anyway, Torch just knew that her latest brilliant idea was the best yet.

Her plan was to build a sailing craft around the Honda (to which were already attached two sidecars, I might add), so that when they had finally arrived in New York, away they could sail over the Atlantic Ocean to their beloved England. In doing this, they could save a few hundred dollars each that they would otherwise have had to spend for the boat ticket. This also meant that they had that much more money to blow... I mean, to spend... once they set foot in London Town.

Upon completion of the two sidecars, they at once involved themselves with the construction of the aforementioned sailing craft. Because of this peculiar arrangement, it took the girls a little longer than they expected to finish the last project, but it finally became a reality. To the girls, anyway. Anyone else looking at it would call it anything but a reality.

Star felt that the whole works needed another finishing touch. So she proceeded to cover the contraption with a beautiful madran awning decorated with pink and green fringe. The finished product was sort of breathtaking. If you know what I mean. If you don't, it's probably just as well.

What in the world will the next "brilliant idea" be? Is there any limit to Torch's mind and Star's enthusiasm? Only the next chapter can tell.

Want to know something about your favorite singer or singing group? Send a post card to Deedee and Alice, in care of the Sierra Madre News, Sierra Madre.

Dr. Johnson

Strippers raised and purchased nearly \$500 worth of equipment. Other activities of the auxiliary included blood recruitment and replacement for patients in need.

Mrs. H. G. Hargraves, president of the auxiliary, stated that a Santa Anita Day at the races on February 23, would again give Sierra Madreams a chance to enjoy the races at the same time they helped the auxiliary help the hospital.

The Sierra Madre Community Hospital, a local non-profit organization, is governed by a Board of Directors of 11 local business men and women, of which Lester K. Layton is chairman and administrator, with Chontelle Eisenhart, assistant. The local corporation meeting for re-election or election of directors for the following year, replacing those whose terms of office will then expire, will be held at the Sierra Madre City Hall in the latter part of February announcement to be made when the exact date is determined.

Del Monte Pineapple Juice 46 OZ. CAN... 33¢	DEODORANT Arrid Spray 4-OZ. AERO-CAN... 83¢	DOG FOOD Ken-L-Ration REG. OR LIVER NO. 1 TALL CAN... 6 ^F /11	Del Monte Chili Sauce 12 OZ. BTL... 27¢	KNORR Soup Mixes 9 VARIETIES 2-PKG. PACK... 39¢	PROGRESSO Tomato Paste 6-OZ. CAN... 2 ^F /29¢	GOLD MEDAL Macaroni ELBOW 1-LB. PKG... 23¢	ALUMINUM Kaiser Foil HOUSEHOLD 25-FT. ROLL... 31¢	WATER SOFTENER Calgon 1-LB. BOX... 35¢
Del Monte Orange Juice 16 OZ. CAN... 45¢			Del Monte Tomato Juice 48 OZ. CAN... 29¢					
Del Monte Pear Halves 203 CAN... 37¢			Resolve Seltzer Tablets 24 COUNT... 69¢					
Whole Green Beans 203 CAN... 29¢			Ban Spray Deodorant 4 OZ. CAN... \$1.00					

License Fees Back To City

A total of \$14,641,194 has been apportioned among California's cities and counties from state motor vehicle license fees, State Controller Alan Cranston reported this week.

This is the first of three apportionments to be made during the 1965-66 fiscal year. It is revenue from fees collected from June 1 to Nov. 30, 1965. Apportionments in April and June will be larger. Sierra Madre, with population of 11,300, received \$5,990.06.

OFFICIAL AGENCY

OMEGA

WORLD'S MOST WANTED WATCH

Byron Hopper

90 W. SIERRA MADRE BLVD.
Ask for our free Omega style brochure

Musical Drama At San Gabriel Mission Playhouse

An exciting new production of the renowned "Bells of San Gabriel," the romantic hit musical drama of early California, which ran eight consecutive seasons in San Gabriel, is to be staged again at the San Gabriel Mission Playhouse on Jan. 21, 22 and 23 at 8 p.m., and a Sunday matinee on Jan. 23 at 2:30 p.m.

This is an authentic story of the fabulous, thrilling Mission Days, a story and play that the entire family will enjoy. It is presented under the auspices of the San Gabriel Junior Chamber of Commerce, with a dramatic cast of 150. Among them are local Sierra Madrenas: Mr. and Mrs. Charles Waters and daughter, Michele; Mrs. Arthur Bohart and daughter, Lynn; Donna Edwards, Joyce Al-souce, Roger Sherman, Nancy Aesler and son, Dennis. Tickets are available at the Mission Playhouse box office, with special rates for theater parties and benefit organizations.

Alcohol is a contributing factor in three out of every five highway accidents.

HOW TO PICK A DINNER

(when you go to Santa Anita)

Very simple. Just follow the crowd. Eatons is the first choice of the horsey set. Win or lose, almost everyone comes here before or after the races. We have created a sure parlay... good food, good fun and reasonable prices. Make Eatons your

Santa Anita headquarters.

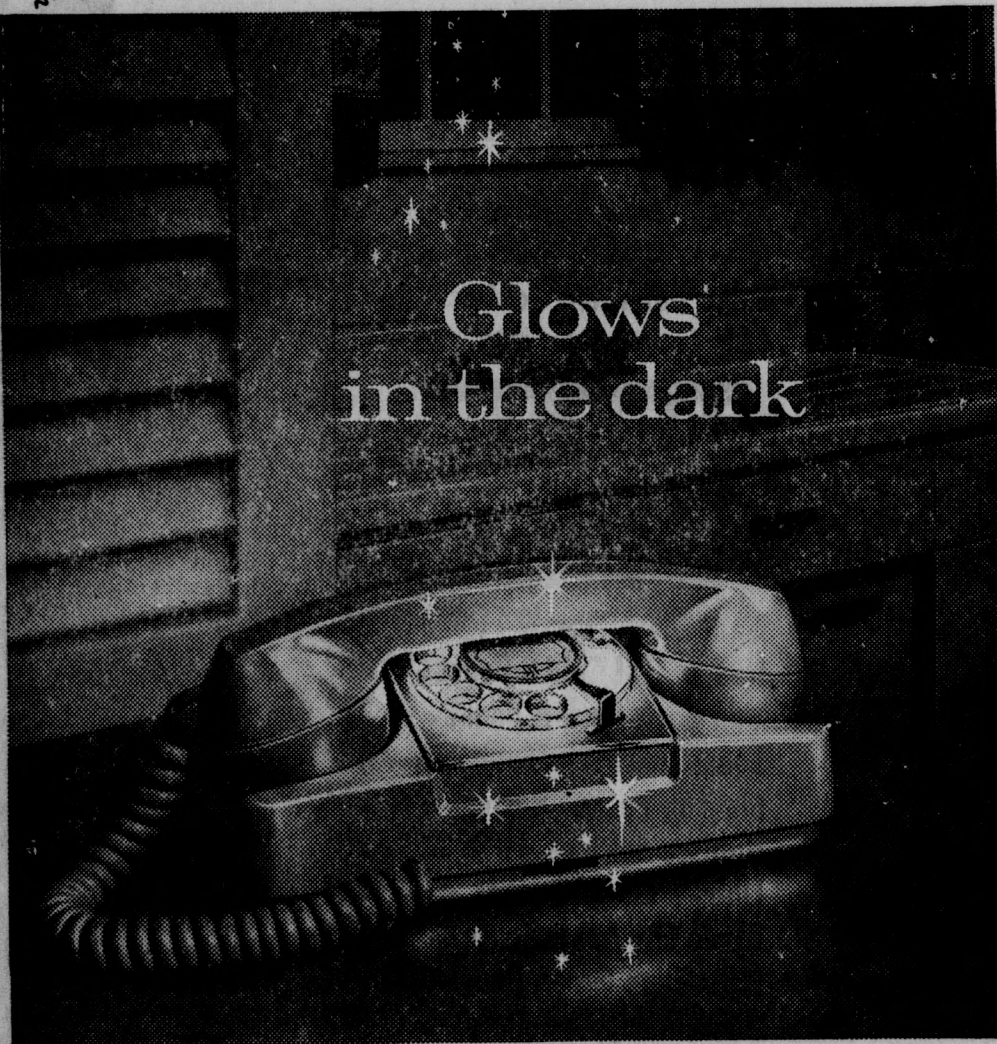
just five minutes from the track
cocktails in the Handicap Room
fabulous Bill Thomson at the organ bar

EATONS HOTEL & RESTAURANT

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compact beauty...

the new

STARLITE

phone

Only half the size of a regular desk phone, the little STARLITE® phone fits most anywhere. Slender and light, it adds a modern fashion note to any room. And it has an amazing PANELESCENT® (electroluminescent) dial that glows in the dark for easier dialing (and for less than 1¢ a year for electricity). When you turn a tiny knob the dial glows bright enough

to serve as a soft and comforting night light. Somewhere in your home is a bright new place for a light new STARLITE extension phone. Call our business office today and learn how little it costs to have one of your own. Available in five decorator colors. Remember, the second phone will cost you far less than the first.

CALIFORNIA WATER & TELEPHONE CO.
A member of the General System



You and Your Neighbor

by Mary-Madeleine Lomphier

Alice and Sterling Ripple, 534 W. Montecito, were very quiet about it, but this Christmas was their 25th wedding anniversary. Celebration was limited to a small group of friends, with their children, Susan and Kenneth, present, of course. During the holiday season the Ripples entertained Mr. and Mrs. Gordon Lacey, formerly of Sierra Madre and now living in Escondido.

A novel idea for our real enthusiast devotees of the Tournament of Roses parade was successfully carried off by the George Grahams of 635 W. Montecito: they parked a trailer near the finish line, and spent the night there, but comfortably. Eventually, everyone who had attended their annual family New Year's Eve party, after walking around the route, came to join them at the seats saved there. Those family guests, among others who came to welcome the New Year, were Mrs. Graham's two sisters and family, Eddie and Bobbie Rambeau, with Cathy and Shelley; Mr. and Mrs. Warham, with Patty and Debby; her parents, Mr. and Mrs. Bill Nowa from Monrovia, and Mr. Graham's sister and husband, Mr. and Mrs. Doyle Gamble. Naturally the Graham boys, John, Jim and David, were very much in evidence on this occasion.

The reason Joe Dauben, who goes to Claremont Men's College, did not make it home to his parents, the Elmer Daubens of 401 N. Sunnyside, for Thanksgiving, was because he was off in Albuquerque, with the debating team, of course. He also had just been elected president of the student body, too, and is currently kept busy with all the red tape concerning the several fellowships for graduate work to which he has been nominated. Both Joe and his brother, Richard, freshman at Pomona, joined their parents and sister, Lucinda, over the big holidays, but these were quiet this year, because of the recent death of Mrs. Dauben's mother.

Always thought retreat to the country would be one way to solve the commercial hassle of the holidays. Perhaps Southern California, which has led the nation in so many ways toward happier, saner living, is setting a sensible trend: recuperate

out of town to begin a new year with peace of mind.

With the entourage involved in transporting a family group which includes 11 offspring to go on a holiday to Hawaii, many residents must be aware that Mr. and Mrs. W. R. Sidenfaden of 260 Hacienda Drive, Arcadia, made such a trip and have just returned. Here are more details. Family members on the trip, beside the parents, were Mrs. Sidenfaden's parents, Mr. and Mrs. H. P. Bender of Huntington Beach; daughter Susan, now Mrs. James Basler of Montclair, with her husband and young Monica, a year old at Christmas, and all the other Sidenfaden children, quite a roster: Tom, Bob and John, students at PCC; Bill, who goes to USC; Mary, Jane, Kathryn, Maxine Mike, and Regina. The family group flew day after Christmas to Honolulu, where they stayed at the new Kahala Hilton, in the Diamond Head area beyond Waikiki Beach; New Year's they went to the island of Hawaii and stayed at Kona Inn. Here, in addition to visiting the volcano, part of the family took advantage of the island's fame as a fishing area and went deep sea fishing. The boys managed to go surfing at each place but this was the specialty of the next stop, the island of Maui, where the group stayed at the Kaanapali area. Then they flew to Kauai, the "garden" island. Adults managed to get in golfing at each spot visited. While at Kona, the family celebrated Jane's 16th birthday, and at Kauai, a cake and Hawaiian wedding song highlighted the 51st wedding anniversary of the grandparents, Mr. and Mrs. Bender. And now, in another week or so, the Sidenfaden's, this time unaccompanied by children and partly on business will be departing for the Bahamas, to the island called the Grand Bahama. But who would begrudge the parents of 11 recovery from a family holiday?

The Mel Stine's of 525 Ramona, with Peter, Jon and Chris had several family visitors from out of the city. Daughter Judy came home for the holidays from Berkeley, where she has been working; Mrs. Stine's mother, Mrs. Marjorie Andrews came up from Leisure World at Seal Beach; and her sister's family, Mr. and Mrs. N. R. Keogh and son Andy came from San Diego.

The Richard E. Brownings of 3665 Shadow Grove, accompanied by their daughter Mrs. Judy Bradley and her Cindy, paid a holiday visit to the family of their son Richard L. Browning in Manhattan Beach where they enjoyed playing with the grandchildren there, Michael and Johnny.

Student children reunion at holiday time had a special touch for the Wilbur Cook's of 495 Gatewood. Not only was son Mike home from San Jose State, where he is in the last stages of working for his masters in business administration, but Marianne was finally lured back from Hawaii. Last June she and several of her classmates from San Jose State decided to go there for the summer and work, and loved it so much they stayed on. The younger children Robert and Kirsten must have been quiet impressed with traveller's tales during their winter vacation. Soon, when semester break comes, Mike will be home again, but this time just long enough to pick up his father's jeep. He and four of his fraternity brothers have scheduled a trip down to La Paz in Baja California, which sounds like a thorough and refreshing contrast to the daily study grind.

The first artificial snow was produced in 1946 by Vincent J. Schaefer of Schenectady, N.Y.

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DAR To Meet Friday, Jan. 7

Sierra Madre Chapter, National Society Daughters of the American Revolution meets Jan. 17 at 7:30 p.m. in the Parkhouse, 23 So. Hermosa, Sierra Madre.

Yearly reports to be sent to the National Society at Washington, D.C., will take up most of the time for chapter business, according to the Regent, Mrs. Gwendolyn Becker.

For the entertainment and enlightenment of the group, the assistant librarian of the Sierra Madre Library, Mrs. William K. Keith, will talk on early American literature. This completes a series Mrs. James C. Greer, program chairman, has arranged concerning the be-

ginnings of art in all its forms, pictorial, musical and now literary, in American history.

The State Society Daughters of the American Revolution has its fourth Conference of the season at the U. S. Grant Hotel in San Diego on Jan. 18. Mrs. Donald Spicer, vice regent, will preside and offers as after-luncheon speaker the Rev. Robert Watts.

Hostesses for the 17th in Sierra Madre are Mrs. Archer S. Frey and Mrs. Albert S. Myers. Women interested in the Daughters should contact Mrs. Gwendolyn Becker, 355-1964 (evenings, or Mrs. Thomas H. Bailey, 447-0115.

Pvt. R. T. Nakano Goes To Korea

Army Pvt. Richard T. Nakano, son of Mr. and Mrs. Richard H. Nakano, 231 Grove St., Sierra Madre, was assigned Dec. 20 to the 2nd Artillery in Korea.

Nakano, a medical specialist in Headquarters Battery of the artillery's 7th Missile Battalion, entered the Army in June, 1965, and completed basic training at Fort Polk, La.

The 21-year-old soldier is a 1963 graduate of Pasadena High School and attended Pasadena City College.

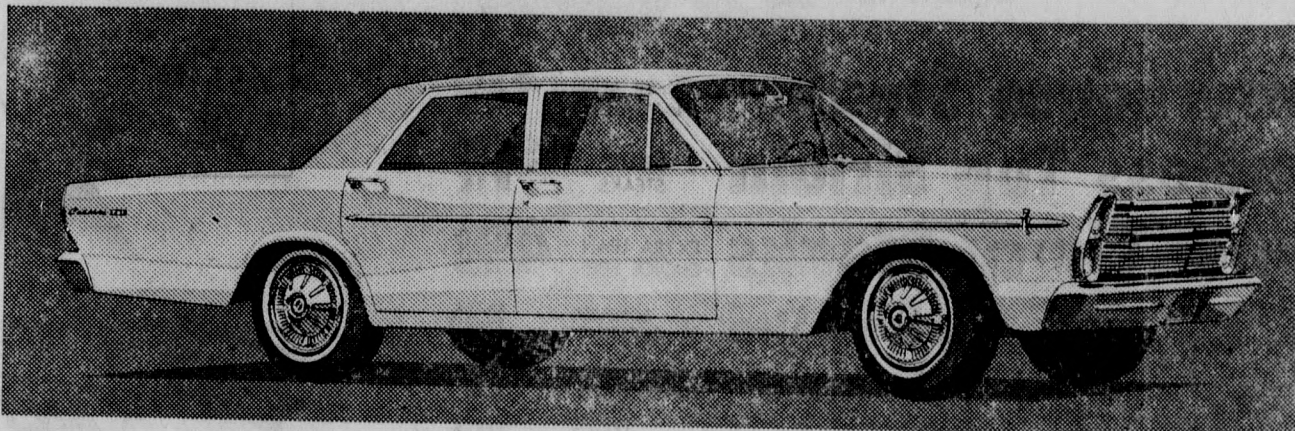
United States' 1965 motor fuel taxes are expected to total \$4.5 billion.

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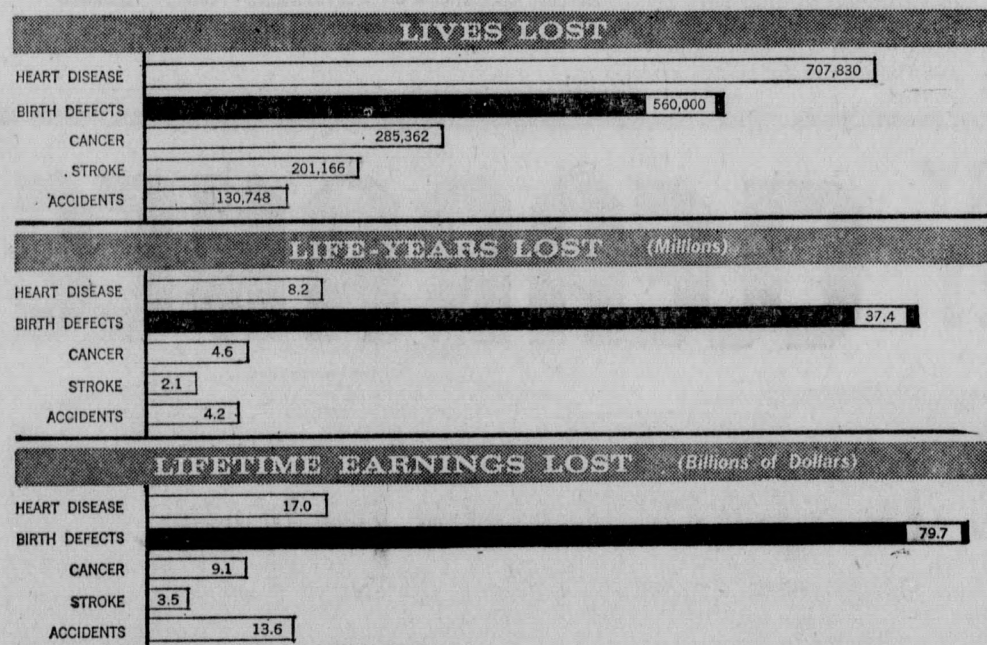
THE NATIONAL FOUNDATION IS CALLING ON THE
AMERICAN PEOPLE TO JOIN IN A PARTNERSHIP
WITH SCIENCE TO ELIMINATE THIS DESTROYER.

Join The New March of Dimes ...

WHY are they talking
about me?

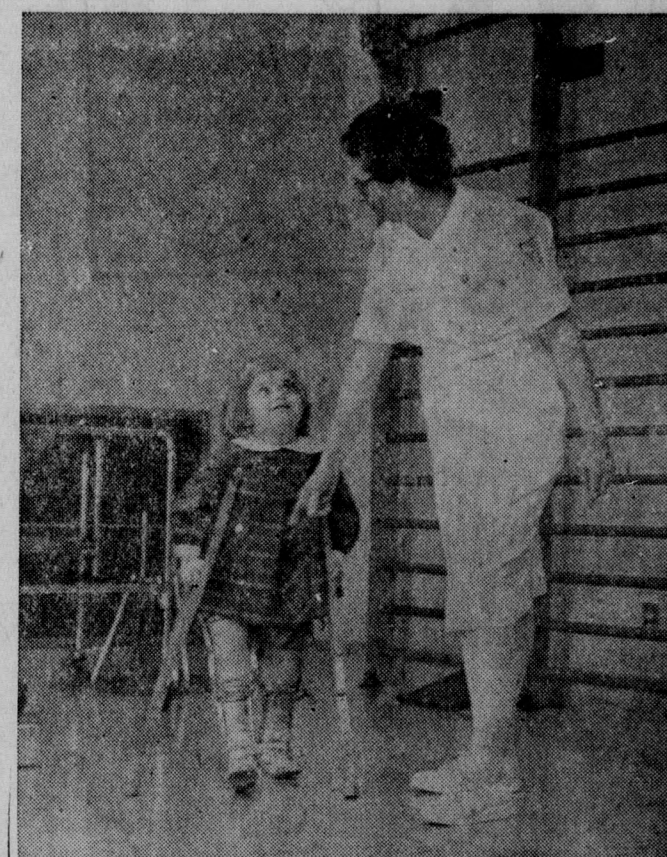
FIGHT BIRTH DEFECTS Join MARCH OF DIMES

Birth Defects Second Greatest Killer, March of Dimes Survey Discloses



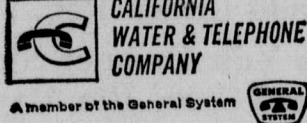

America's dimes have helped immeasurably to erase the threat of polio, have helped the crippled to walk and given scientists new weapons for attacking disease. Help open new frontiers in the search for causes, cures and preventatives of human tragedies. Support the NEW MARCH OF DIMES.

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WORKS IN
NEW WAYS!



FAR MORE can be done today for children tragically born with birth defects than was possible only a few years ago. Winsome Lori Ann Wagner, 4, Milwaukee, 1966 National March of Dimes Poster Child, seen here with her physical therapist, symbolizes the youngsters now being helped toward happier and more useful lives through contributions to the March of Dimes.

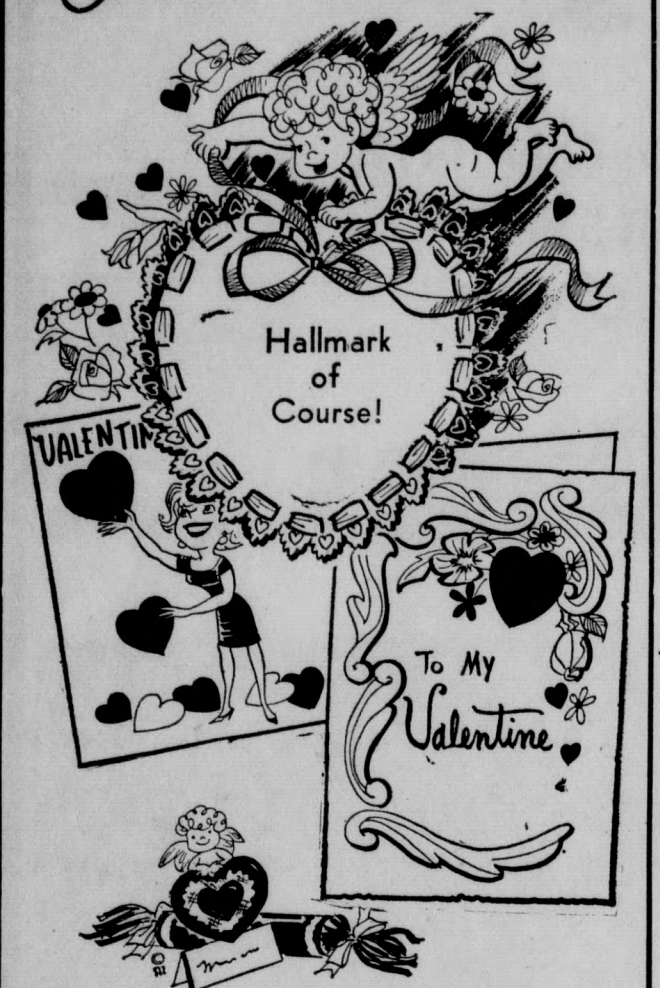
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Art Exhibit At Home Savings

"California: Beauty Through Contrast" is the theme of the paintings to be displayed by local artist Paul Fairbanks at Home Savings and Loan Association, 860 E. Colorado Blvd., Pasadena, January 18 through February 11. The exhibition of oil paintings can be viewed Monday - Thursday from 9 a.m. to 4 p.m. and 9 a.m. to 6 p.m. on Fridays. The public is invited.

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12-SIERRA MADRE NEWS Thursday, Jan. 20, 1966

You and Your Neighbor

Here's a clue to why we have such nice children and teenagers here in Sierra Madre — parents who care and show it in thoughtful, practical ways. For instance, Phyllis and Robert L. Walker of 1401 Rancho Road. Each year of the ten this couple has lived here, with their four children,

Judy, Byron, Scott and Sandy, New Year's Eve at their home has featured a buffet and pinata party for the young people, with adult guests just also present. This year, while the three older children were in and out, 10-year old Sandy was host, since the others had had their turns in center ring, and young guests were mostly from among his classmates. These were: Tommy Anderson, Ken Fietz, Alex Darquea, Mrs. John S. Bass, aunt of the Walker children, and her five, Stephen, Karen, Susan, Jeannine, and Darlene, with her guest David Peckam; Mrs. Sue Ives and her daughter Dannie. Other adults were Mr. and Mrs. William Marmion and Mr. and Mrs. Stephen Schwartz, with son Stephen, from Arcadia; Mr. and Mrs. William O. Petersen, from Los Angeles, and Mr. and Mrs. Arthur Bachman, from Yucca Valley. Pinatas were various sizes and shapes to suit the different ages (one girl had never seen one before!) and the house this year had been decorated in a south of the border style, complete with a Mexican tree, all multi-colored paper flowers. How more successfully can inter-cultural exchange be achieved than right in a child's home?

SIERRA MADRE LADY LIONS

The first meeting of the new year was held January 10 at the home of Mrs. Nina Bartolai and foremost on the agenda was the election of the officers for the coming year. Those elected were president, Mrs. Carol Jo Parry; vice president, Mrs. Nina Bartolai; secretary, Mrs. Elsie Ohs, and treasurer, Mrs. Ruth Waters.

The formal installation will be held in February at a dinner get together with the Lions' members. Also discussed was the Sierra Madre Lions' Club annual rummage sale to be held in the spring. The date and location will be announced in the near future.

Our guests included the wives of the two newest members of the Lions, Mrs. Connie Harriman and Mrs. Barbara Ryder. The other members present for the evening were Mrs. Louise Barbour, Mrs. Mary Delgado, Mrs. Elsie Ohs, Mrs. Margaret Pangborn, Mrs. Myrt Waite, Mrs. Ruth Waters and Mrs. Jeanne McGee.

A former Lady Lion Mrs. Alice Hamm of Palm Springs was also a guest for the evening.

Guests Invited To Card Party
Shakespeare Club members are invited to bring guests to a specially arranged card party at Stratford House on Friday, January 28. Coffee and dessert will be served at 12:30 p.m., after which tallies will be passed for progressive bridge and canasta.

Mrs. Paul B. Troth, chairman, will be assisted by Mrs. N. Seymour Dasher, Mrs. Luther H. Duncan, Mrs. Charles Hens, Mrs. Frank Neimeyer, Mrs. David B. Scott, Mrs. Harold G. Simpson and Miss Ruby Charlton. Reservations may be made with Mrs. Troth, 791-3430.

Mr. and Mrs. Andrew J. Fakas, of 1050 Hampton, Arcadia, with their children Isabel and Jim, and the mother of Mrs. Fakas, Mrs. Isabel Dore, who shares their home, had the pleasure of a holiday visit from Dr. Earl Dore of Torrance, brother of Mrs. Fakas.

Mrs. Ralph Welch and her sister, Miss Floy Dollarhide, of 590 W. Sierra Madre Blvd., have recently had as guest a sister-in-law, Mrs. Fred Welch, who is a visitor from Oquawka, Ill.

YOUR CHURCH IS WAITING FOR YOU
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THE GOURMET SHELF

by M.M.L.
Although Sierra Madre claims simplicity, it's no secret that there are several gourmet groups here. Now I maintain that not only is there no contradiction necessarily implicit in combining the words simplicity and gourmet, but that in the rush and pressure of today's living, there'd jolly well better be a conscious connection between gourmet and simplicity, if we are to dine well and west zest.

— MML —
This philosophy was early acquired in days when small children and small budgets went hand in hand, and my first experiments with spices had the very French intent to perk up cheap cuts rather than to win Cordons Bleus compliments.

— MML —
It was fun, therefore, when once, long ago, I had the privilege of helping to type the mss. of Poppy Cannon's first book "THE CAN-OPENER COOKBOOK" and our coffee breaks were devoted to swapping tips. Now Miss Cannon's awareness of the need to gear gourmetizing to our automation has led to both a syndicated column and a cook-book called "THE FAST GOURMET" and to her current post as Food Editor of THE LADIES HOME JOURNAL.

— MML —
Similarly, in beginning gourmet notes for the News, and earnestly requesting your suggestions, hints, and tips on where-to-find, so that this column may become your own exchange over the coffee cups, it seems sensible to urge that your cordially invited contributions be re quickies rather than long elaborate recipes. These we can all find in the books.

— MML —
And a fine batch of budget cookbooks there are around these days, and thankfully, many in paperback binding. Next time you are in the Royal Drug Store up the street on Sierra Madre Boulevard, indulge yourself with some browsing in their Paperback Nook you'll spot a slew of cookbooks, some as low as 50 cents. Several of these might make a fine shower gift for a bride-to-be, or a whole shower could be built around the "How-to" theme. One place where you can obtain those three handsome charts on spices, herbs and wines at \$1 each, is the drug store in the Pasadena Farmer's Market — very decorative for kitchen walls, as well as handy reference. I plan to send a packet of these how-to to my next marrying daughter. By the way, does anyone have any tips for quick ways to achieve a Scottish touch in foods?

— MML —
Speaking of Shangri-la, and things Chinese, recently I was startled to note among the fresh vegetables offered at Roberts Market, both separate bean sprouts, and a packaged mixture of vegetables required for home-made chop-suey. They are not so easily come by in the East.

— MML —
I've rejoiced to find the subtle flavor of black walnut increasingly available . . . in bottle flavoring, in cake-mix, and now in ice cream. The first time encountered, nostalgically remembering the goodies which came from the bags of these nuts which my grandmother kept stored in the attic, we rushed right home and baked a cake — that is, the twins did.

— MML —
One of my most favorite emergency desserts certainly rates the words simple and easy, and, in my opinion, gourmet. Keep a can of guava shells on the shelf. Put a few of these halved fruits in a dish with some of the accompanying syrup, and add a square of cream cheese. That's all. Guava paste, to my mind, is grainy, and the jelly too sweet, but

Red Cross Reports To President

by Red Cross Chapters. In military hospitals an average of 8,300 patients each month were assisted with family emergencies. In Veterans Administration medical facilities an average of 155,400 patients were served each month by 65,000 Red Cross volunteers, and 27,000 veterans and their families were assisted each month in local chapters.

Almost 16 million dollars were spent for the Blood Program through which 2,775,200 units of blood were collected. Blood was provided for patients in 4,300 hospitals and other blood products also were made available to physicians to combat shock and a variety of diseases.

Disaster expenditures of nearly 16 million dollars provided Red Cross help to victims of catastrophes in all 50 states, 3 territories, and 16 other countries. Red Cross volunteers and staff assisted in 12,335 relief operations and emergency situations, providing emergency mass care to 653,800 persons and recovery assistance to 29,700 families. Right now the Red Cross people are up in Northern California again helping the flood victims up there.

Expenditures for safety services totaled 6 million dollars. Training in Red Cross water safety programs reached a new high last year with more than 2,500,000 certificates issued to persons completing courses. Another 1,000,000 persons were trained in first aid.

Some 42,000 volunteer Red Cross nurses served in a variety of community pro-

ah, the shells. The creamy blandness of the cheese seems to accent by contrast the curious sharp but sweet guava taste.

— MML —
So, contributions, please, to Sierra Madre food lore?

jects, giving a total of 13,000 days of nursing care to ill and injured disaster victims and helping 850,000 persons at first aid units set up at fairs and parades. Some 242,000 certificates were awarded to persons trained through Red Cross nursing services in local chapters. The cost of nursing service came to 2.7 million dollars.

Young people in schools and colleges were involved in a variety of community and international service activities during the year. They served as volunteers in disaster operations and helped with chapter and community programs to aid the mentally and physically handicapped. As part of an extensive international work and study project, American high school youth and adult leaders visited 11 Asian and European countries. The cost of Red Cross youth activities totaled a little more than 4.5 million dollars.

The American National Red Cross, in conjunction with the International Red Cross organization, was active in world-wide efforts to relieve and prevent suffering caused by war, disaster, sickness and hunger. The American organization continues to process monthly food packages for delivery to US citizens help prisoner in China. Efforts also are continuing to deliver mail and packages to US servicemen captured by North Viet Nam and the Viet Cong.

These are just some of the highlights of the tremendous job done last year by the American National Red Cross. It is even more impressive when we consider the number of areas covered, and remember that Red Cross is not organized or equipped to deal with ordinary local welfare problems which are the responsibility of the local governments.

PTA To Vote

uate what they buy for our children to read. She will also bring materials to help parents in making their own selections for their children and to show how children themselves may learn to be critical and evaluate the books they choose to read.

Co-presidents Mr. and Mrs. Edwin J. Cowan will preside at the meeting and everyone is cordially invited to attend.

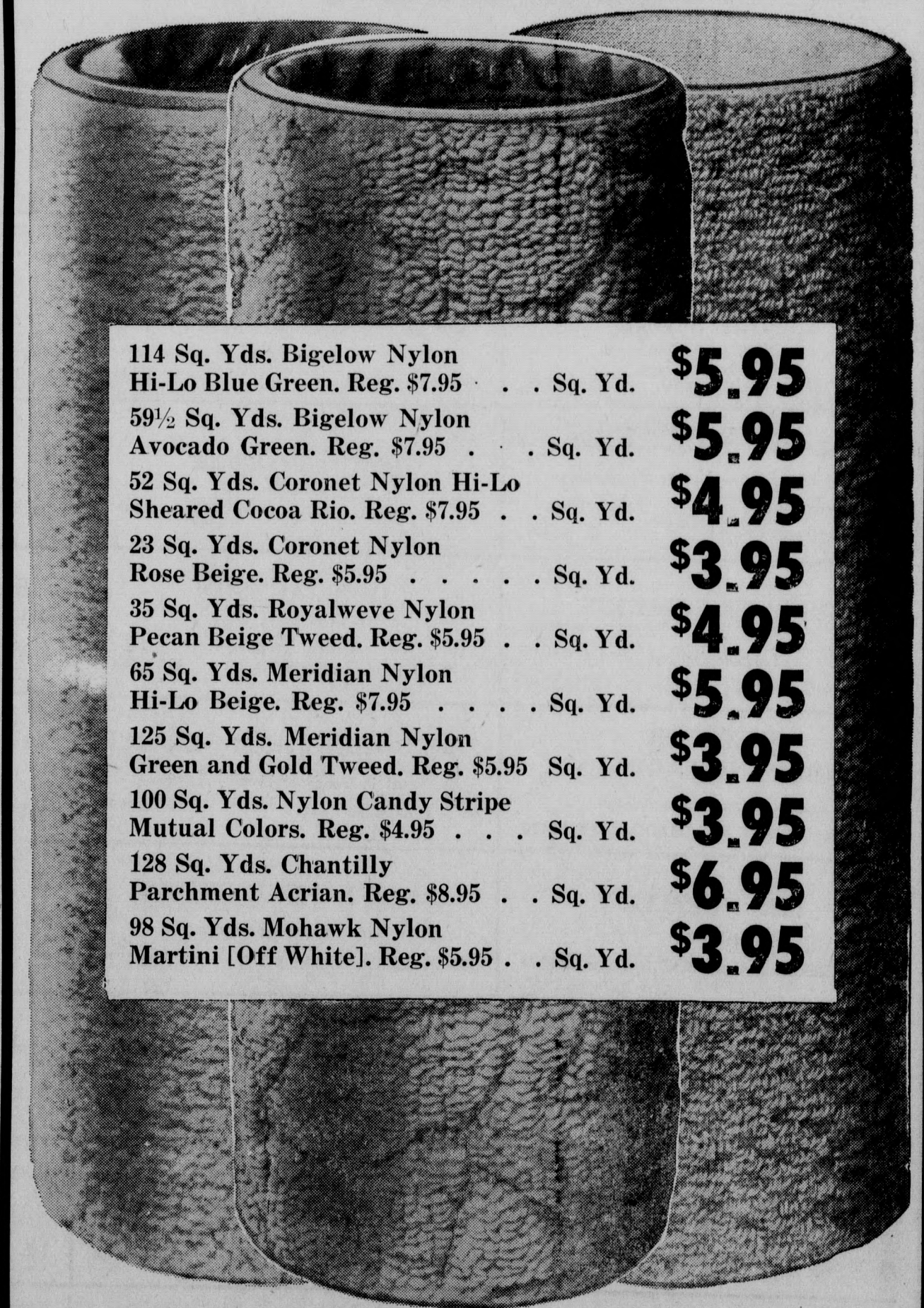
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Parchment Acian. Reg. \$8.95	Sq. Yd.	
98 Sq. Yds. Mohawk Nylon		\$3.95
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2 At night, draw draperies over windows and sliding glass doors, to reduce the loss of heat through the glass.

3 When you're not using the fireplace, close the flue. That way, heat can't escape up the chimney.

4 Fix hot water faucets so they don't leak or drip. You'll save on both water and gas.

5 Always heat with gas. 98% of all Southern California homes do. Why? Because it costs about 1/3 as much as other modern heating methods. That's especially important now, when you're using 4 to 7 times as much gas as on a typical summer day.

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Foothill Jewish Temple Center Announce Service

Sabbath Eve Services at the Foothill Jewish Temple Center, 550 S. Second Ave., Arcadia, will be held on Friday evening at 8:15 p.m.

Rabbi Max R. Wasser will officiate and his sermon subject will be "The Epic of Masada."

Cantor Salomon Edelman will chant the liturgy of the service, accompanied by the Temple Choir under the direction of Ron Streicher.

The prayer over the Sabbath lights will be offered by Mrs. Sam Young. Following the service, an Oneg Shabbat (Sabbath Hour of Fellowship) will be held in the Social Hall, sponsored by Mr. and Mrs. Sam Young in honor of their son's Bar Mitzvah.

Sabbath morning services will be held at the Temple on Saturday morning, beginning at 9 a.m. At this service, Howard Neil Young, will celebrate his Bar Mitzvah. Following the service, the parents of the Bar Mitzvah will be hosts at a Kiddush to which the congregation is cordially invited.

Bethany Church News

Dr. Robert N. Schaper pastor of Bethany Church of Sierra Madre will preach at the 8:30 and 11 a.m. worship services on the subject "Misunderstanding the Gospel," on Sunday, January 23. The services will be held in the sanctuary of the church located at 93 N. Baldwin.

The community is especially invited to participate in these services for the emphasis will be focused on the meaning of the Christian life.

A careful delineation of Scriptural Truth on "How one becomes a Christian," will be presented. At the 7 p.m. service a new feature will be presented in which Pastor Schaper will be answering questions previously submitted from the congregation on topics relevant to the Christian, and the World in which he lives.

Following the evening service four groups will have special sings in different homes of the community.

Lesson-Sermon 'Truth' Sunday, Jan. 23

The nature of God is "Truth" will be the subject of the service in all Christian Science churches this week. Scriptural readings will include the Psalmist's prayer: "Withhold not thou thy tender mercies from me, O Lord: let thy loving kindness and thy truth continually preserve me."

Paralleling the Bible passages will be references from the denomination's textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy, including — "Let there be light," is the perpetual demand of Truth and Love, changing chaos into order and discord into the music of the spheres."

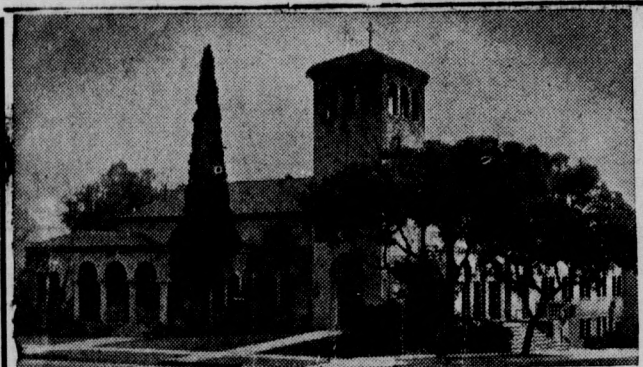
BETHANY Evangelical LUTHERAN CHURCH

La Tierra and Vinedo on Sierra Madre Blvd. East Pasadena
Worship Service 11:00 A.M.
Sunday School 9:30 A.M.
(Nursery Provided)

Rev. Philip R. Johnson
Pastor

FAITH LUTHERAN CHURCH

The Lutheran Church — Missouri Synod
845 Hastings Ranch Drive — Armin W. Hesse, Pastor
9:15 — SUNDAY SCHOOL & BIBLE DEPARTMENTS
10:30 — SUNDAY WORSHIP HOUR
Sermon: "Christ's Epiphany: Glory-On the Sea."
Tuesday & Wednesday — Host to Sierra Pacific Lutheran Pastoral Conference
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"The Church of the Singing Tower"

Morning Worship and Church School, 10 o'clock
"THE MEANING OF SUFFERING"
Shelby J. Light, Interim Minister

The Santa Anita Church

226 West Colorado Boulevard, Arcadia HI 6-8206
Dr. Ethel Barnhart, Minister
Sunday, January 23, at 11:00 A.M.
"HOW TO USE THE TEACHING OF SANTA ANITA CHURCH"

ALL YOUTH ACTIVITIES, KINDERGARTEN
THROUGH HIGH SCHOOL MEET AT 11 A.M.
Call 446-8206 for detailed information

BETHANY CHURCH

(INTERDENOMINATIONAL)
Baldwin at Montecito Robert N. Schaper, Pastor
8:30 and 11:00 a.m.—"Misunderstanding the Gospel"
9:40 a.m.—Sunday School
6:00 p.m.—Christian Endeavor
7:00 p.m.—Question Hour

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Sunday School for pupils up to age 20 9:30 A.M.
Wednesday Testimonial Meetings 8:00 P.M.

EPISCOPAL Church of the Ascension

N. Baldwin at Laurel
Rev. Harley Gibbs Smith Jr., Rector

SUNDAYS

7:30 a.m.—Holy Eucharist
9:45 a.m.—Morning Prayer
10:00 a.m.—Community Mass and Sermon
Church School Classes

WEEKDAYS

7:00 a.m.—Holy Eucharist
2nd Eucharist, Wednesday at 9:00 a.m.
Fridays in Lent — 9:00 a.m.

Congregational Fellowship Supper Sunday, Jan. 23

A "brainstorming session" will be the entertainment for the family night Fellowship Supper at the Congregational Church of Sierra Madre on Sunday, Jan. 23, at 5:30 p.m. Following dinner, suggestions for the good of the church will be spontaneously presented and sparked from brain to brain in a spirited discussion where "anything goes" except negative reactions.

The congregation and staff are looking forward to many beneficial innovations being implemented as a result of this session. Special activities for children also are being planned by the Fellowship Committee, headed by Messrs. and Mmes Stan Hutchinson and Ken Carlson.

At the 10 a.m. worship service, interim minister, Rev. Shelby J. Light, will discuss "The Meaning of Suffering." The anthem to be sung by the Chancel Choir, under the direction of Rev. Karl Beilstein, will be "Sand Forth Thy Spirit" by Scheutky.

Further worship through music will be presented by the HI-FI Choir under the direction of Mrs. Edward J. Murphy. These 6th, 7th and 8th graders will sing "The Boy Jesus." This hymn by Elizabeth B. Jackson is based on scripture from the 2nd chapter of Luke, verses 40 and 52.

Thursdays evening, Jan. 21, the Fortnighters are meeting at 8 o'clock at the home of Mr. and Mrs. Joseph P. Moran, 2993 Millcreek Way, Pasadena. The evening's discussion will be "The Christian View of Man" asking whether present day Christians can love as Christ does.

Continues Church Teachings Sunday

"How To Use The Teachings of The Santa Anita Church" is the third of the January series of sermons at The Santa Anita Church presenting the teachings of the church and their application in every day living. It is the subject of the lesson-sermon of Dr. Ethel Barnhart, Sunday morning, January 23, at 11 o'clock.

Any teaching remains a theory until applied. How to verify the teachings so they become a working part of our daily living will be the theme. The public is invited. Infant and child care is provided.

All youth activities from kindergarten through high school meet at 11 o'clock. After worshipping with the adults for the first 15 minutes of the Worship Service, the youth go to their graded classes conducted by trained teachers. All youth are welcome.

"The Church offers you spiritual help for every need. Call Dial-for-Prayer day or night, HI 7-6162," reminds Dr. Barnhart.

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SPORTS AS Hank Ives SEES IT



LITTLE THIS-N-THAT

REPORTS FROM TEXAS indicate that Bob Baccarini will have his hands full culling football players come next September. The Texas Junior Colleges allow just 33 men on the squad, all on scholarships. Reports have it that Henderson has been swamped with top high school applicants. Could be the colorful Cardinals and high-flying Margene Adkins will be back in town come December.

WHILE ON THE JRB subject, Fullerton's Rich Leon, was named Athlete of the Month in Southern California by the Helms Athletic Foundation. The slick end is supposed to be signed, sealed and ready for delivery to USC. The Trojans could use both Leon and quarterback Dick Hough.

GOING INTO SUNDAY'S PRO BOWL game the West had completely dominated "cross-country" grid play. Fullerton, UCLA, the West Shriners, the Green Bay Packers and even Baltimore's victory over Dallas all turned into wins for the Western representatives.

THE WEST pros were 7-point favorites and I guess that automatically puts the "kiss of death" on a team. Result: East 36 West 7.

HOPE JACK FRIEDMAN, able St. Francis football coach, considered the assistant coach turnover at the University of Washington before taking the post. Jim Owen's henchman don't stick around very long.

BETCHA NICKEL Don Hunt and his PCC grid staff weren't unhappy when Don Bennett signed to assist Mike Giddings at Utah. There has been a considerable amount of the proverbial "bad blood" betwixt the departed Glendale grid mentor and the Pasadena gang.

ROY VUJOVICH, current head man at Glendale High appears to have the inside track at Glendale C.C. Roy has had great success on the high school level.

AND SO THE FOOTBALL SEASON finally comes to an end. Only a couple of months until spring training starts.

ON THE HORSEY SIDE... It used to be that the ninth race on the card was an automatic longshot situation. Not lately. In the first 14 days of racing at Santa Anita, seven favorites came home on top with two more placing and one finishing third. Best percentage of any race on the docket.

For some strange reason the outside posts have been the winners in the daily double with amazing consistency. Ten of the winners in the first race are out-

side of the seventh spot. In the second race 11 of the victors have been in the seventh post or outside.

JERRY LAMBERT is riding like a champ, especially in sprints. The Native Diver pilot was a buck private in the Army last year and rode only on weekends. Another boy you can place your bet on is Alvaro Pineda, the Mexican whiz. He does a real nifty job of rating. Milo Valenzuela will no doubt get going soon but just four winners in two weeks of racing is mighty low for the head of the Valenzuela clan.

BILL HARTACK hasn't been getting many mounts. Guess the owners have enough fine riding talent to call on without dealing with "wild-Willie"... There are so many capable riders on the grounds that jockies like Alex Maese, Pete Moreno, Ken Church Dean Hall, and Don Pierce have trouble getting riding assignments.

IS IT AN EVERY OTHER year proposition for Willie Harmatz? Last year the

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Saturday Class In Dog Training

Increased interest in the Saturday afternoon dog obedience training classes offered by the Santa Anita Dog Training Group will mean addition of a new class in the January schedule at Arcadia County Park. In addition to the regular evening class beginning Wednesday, January 19, at 7 p.m., the new Saturday class will start January 22, at 2 p.m.

Any dog five months and older may be enrolled in this dog training course which handles any problems besides basic obedience. For further information or reservations please call either 446-6858 or 356-1096.

Brownie Troop 515 Entertained

St. Rita's Brownie Troop 515 was entertained by Miss Nannette Bricker at their regular meeting on Thursday, Jan. 15. Miss Bricker accompanied herself on the guitar, singing Girl Scout songs and folk songs.

Members of Brownie Troop 515 attending the meeting were Julie Adams, Mary Bale, Juliann Brennon, Donna Drea, Elizabeth Bullard, Charlean Haynes, Debbie Jacobson, Susan Koulouras, Jennifer Turek, Maria Salgado, Jacki Ross, Jeanette Sernak, Donna Starkey, Laura Walmsley, Ann Woehler, Ann Huber and Laurette Quintanilla.

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You and Your Neighbor

The La Lones, another of our expanded Sierra Madre family trees with many branches, have refined the holiday get-together to an enviable workability. First, they choose the Sunday before Christmas, which minimizes individual family frazzle and any conflicts with other engagements.

Then they bring just small gifts and draw names from a hat. And further, this year they kept cooking to a minimum by serving only dessert. A glance at the list of members present will confirm the good sense of these arrangements. This year the reunion was held at the home of Mr. and Mrs. Seth Van Wickle. Present were: Mr. and Mrs. Frank Van Wickle, Mr. and Mrs. Robert La Lone, with Joel and Brigitte and Dianne Merrill, a rose princess; Mr. and Mrs. Sonny Gruber, with Brady and Kelly; Mr. and Mrs. Earl La Lone, with Marsha and Chris; Mr. and Mrs. Charles Finley, with Rosalind; Mr. and Mrs. Jeff Finley, with Colin; Mr. and Mrs. Neil McCarran, with Christine, Tim, just returned from Viet Nam, and Nancy French; Mr. Alfred Domshke with Suzanne, and Steve Fleming; and Mr. Louis McCarran. Missions this year were the Fred La Lones, who are living in Yosemite; Priscilla La Lone Devoky, who was visiting her parents; the Rommie La Lones, who are living at El Cerrito; the Julian La Lones, who have moved to Mill Valley, and the former Linda McCarran, now Mrs. Pat Dooley and living in Sacramento.

Vella Views

By
Toni Maurin

SYcamore 7-9634

It's kind of wonderful this country of ours — everyone looks for that old pie in the sky and a pot 'o gold at the end of the rainbow. Buy now pay later. Why wait till you can afford it, it might be out of style by that time. Why pay for a trip before you go . . . You might not like where you went. Need a little cash . . . Borrow it, don't worry. Of course I don't mean that "everyone" lives with this impossible and false sense of security. There are millions of people that believe in a stable economy of earning their way, hard as it might be, and eventually enjoying the fruits of their labors. The stars in their eyes come from a feeling of accomplishment.

For the ones that don't — the day to pay the piper sneaks up faster than they have been led to believe. This is the time you weed out the men from the boys. The men wake up to reality and suddenly but definitely set about to make restitution for spending what they did not have. But for the rest is an easier solution. Just file for bankruptcy. It's simple, there is no stigma attached to it, matter of fact, you can file every seven years. The only small thing you have to be concerned about is your conscience.

It's kind of hard to decide who is the victim. The

Altadena Federal Distributes Earnings

Announcement has been made by Altadena Federal Savings of a quarterly earning distribution at the annual rate of 4.85 per cent for the period ending December 31, 1965.

D. W. Church, president of the Association, made the announcement, declaring: "This is our 79th consecutive distribution occurs it is a re-31 years. Each time such a distribution occurs it is a reaffirmation of the Association's strength and safety and its ability for continued growth. It graphically demonstrates uninterrupted financial stability can be consistent with the high rate of return available to savings placed with us."

In speaking of earnings, Mr. Church pointed out that Association "Savers," in effect, earn 4.94 per cent on their savings when they are held for a year at the current annual rate of 4.85 per cent compounded quarterly.

Altadena Federal Savings maintains a head office at 2246 N. Lake Ave., Altadena and regional offices at 1845 E. Washington Blvd., Pasadena, and 17053 E. 17th St., Santa Ana.

COMMUNITY HOSPITAL

Sierra Madre

Mr. and Mrs. Paul Laissar of 1907 Santa Rosa Ave., Pasadena, are announcing the birth of their third daughter, Margaret Ann, at Sierra Madre Community Hospital. Her birthday was Friday, Jan. 7, and her weight was recorded as 7 pounds, 8½ ounces. Margaret Ann's older sisters are Nora Edith and Helde Marie.

Mr. Francis McLaughlin was admitted to the Sierra Madre Community Hospital the latter part of last week and returned to her home at 205 Vista Circle Dr., Sierra Madre, Tuesday morning.

A medical patient in Sierra Madre Community Hospital this past week was Mrs. Manuel Vejar of 282 Mariposa Ave., Sierra Madre. She returned home on Friday.

A Sierra Madrean admitted to Sierra Madre Community Hospital the first of last week was Roland Blanchard, whose home is at 153 S. Hermosa St.

Mr. and Mrs. John Engler Jr. of 528 E. Lemon St., Glendora, are announcing the birth of their daughter, Catharin Patricia, at Sierra Madre Community Hospital Monday, Jan. 3. Her birth weight was recorded as 7 pounds, 6 ounces. The Englers have an older daughter, Karen Anne.

Entering Sierra Madre Community Hospital on Wednesday of last week was Mrs. Walter Ingham, whose home is 617 W. Montecito Ave., Sierra Madre.

An overnight patient at Sierra Madre Community

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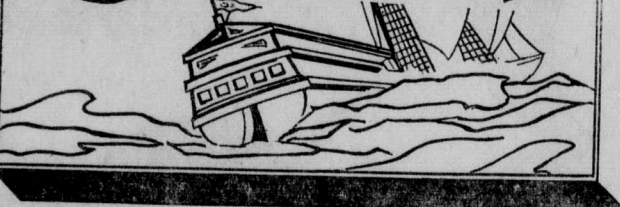
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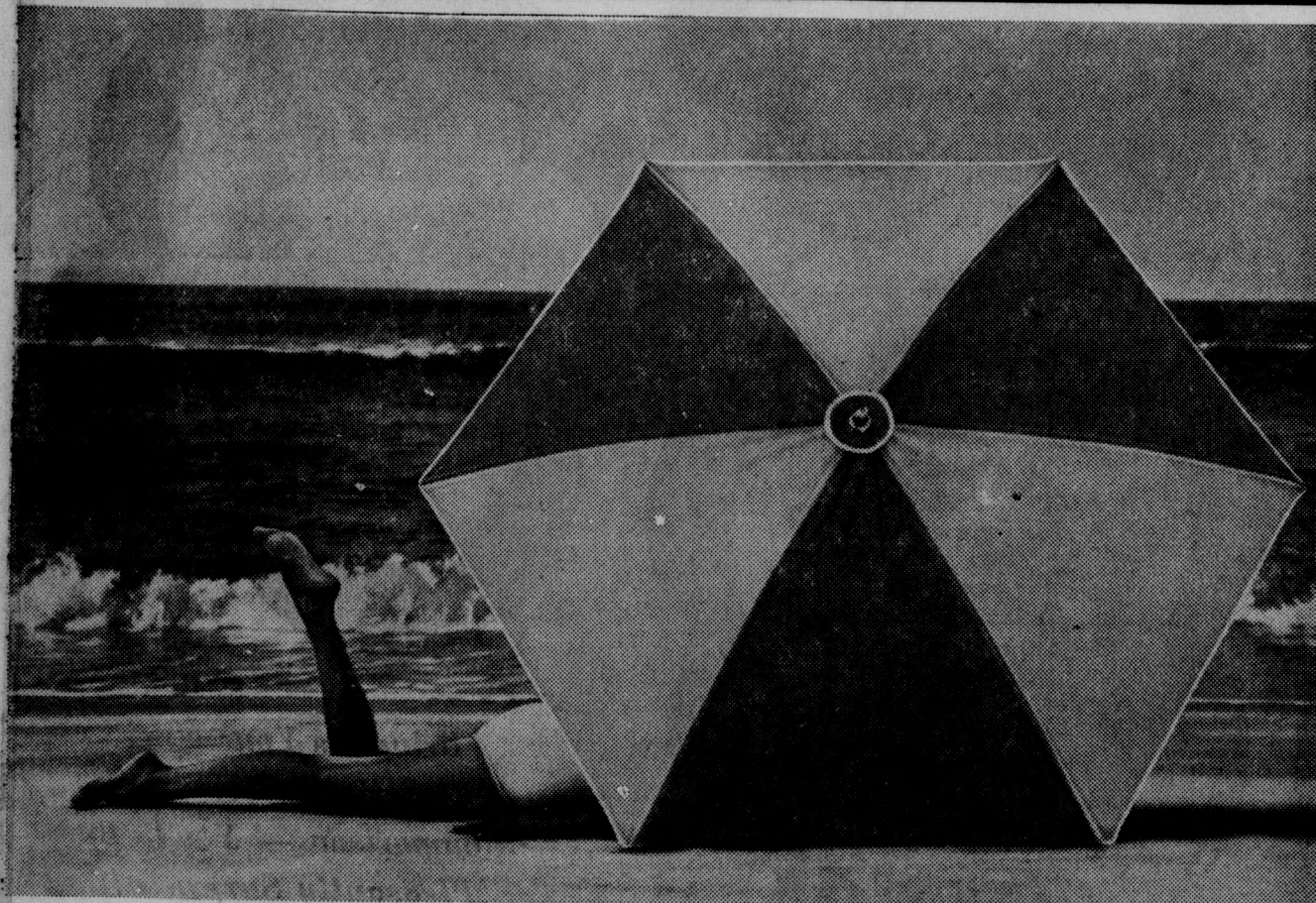
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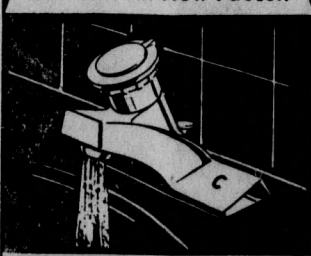
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"The Lord is merciful and gracious, slow to anger, and plenteous in mercy."

—Psalm 103:8

Editorially Speaking...

The Health of the Dollar

In October, 1965, government sources recently revealed the cost of living in this country reached a record high. According to the Labor Department's consumer price index, it then cost \$11.04 to purchase a representative list of items in general family use as against \$10 in the 1957-59 base period. An Associated Press news item, reporting this development, said: "But despite the most rapid rise in some five years, federal officials in announcing the October figures . . . still shied away from the scare word 'inflation.'"

It is one thing to avoid a word — it is a very different thing to avoid a fact. And the fact is that the danger of renewed inflation on a steadily increasing scale is very much a reality now. This was highlighted by the action of the Federal Reserve Board in raising the bank discount rate in order to tighten up on credit. Without going into the complexities of this action, or debating the pros and cons, it is essentially an anti-inflationary move. It is designed, among other things, as the Board said, to prevent inflationary excesses from damaging the economy and to demonstrate anew this country's determination to maintain the international strength of the dollar.

What will come of this remains to be seen. But, as every consumer knows, the value of the dollar has been going steadily down and many authorities feel that further erosion lies ahead. A primary reason for that is continued deficit spending in a time of unprecedented prosperity — largely for welfare state purposes.

A Year of Paradox

One thing that may be said of the year that just slipped into the limbo of history is that it has been a year of paradox. In many years, giant strides have been taken toward man's highest aspirations, spiritually and materially. The Ecumenical Council that came to a close in 1965 and the Pope's unprecedented visit to the United Nations were clear signs that the Christian world is working toward a unity never before known. As the year closed, American achievements in space lifted men's eyes and minds beyond the confines of earth. A window, however small, has been opened on the mysteries of the universe. This has come about through the finest efforts of a free nation.

We have progressed in space and elsewhere because the "Team" has never lost sight of the individual.

And so America hit new heights in 1965. But the year of the paradox has brought many good American citizens who love their country to the edge of despair. They see around them an unthinking acceptance of a spreading bureaucracy. In the midst of apparently unprecedented prosperity, they see a war on poverty with a potential for waste and corruption that is truly dismaying. They see at home much cynical indifference to the war in Viet Nam which is demanding an ever-increasing price in men, material and money. There we meet in combat a people who hold fanatic convictions and will go to any length in pursuit of victory. To meet this challenge, we — all of us, not just those who are bearing the cruel burden of the fighting — need the kind of spirit that carried the Continental army through the Revolution and on to victory and national freedom.

Even as we have reached heights of material achievements, along with eloquence in expressing good will toward our fellow man, the big question is: Can we honestly look back over the past year and say that we have adhered to the principles upon which this country was founded — namely, respect for the right of private property, respect for the individual, and a belief that a government of limited powers is the best government? It is doubtful if many of us can answer in the affirmative. The growth of government munificence has taken its toll of independence.

While we talk so much of freedom for other peoples, we should take stock of the status of our own freedom. Is it a quality of freedom that rings true? Hardly! In one way or another, more people each day are being required to do what they are told to do by some authority, and more and more frequently that authority has its source in Washington. The growing voice of authority in inevitable because authority, federal authority, holds the purse strings. The existing prosperity of countless industries, businessmen, farmers, whole communities, is at the absolute mercy of those who award contracts, the subsidies, the matching funds, or whatever you wish to call them.

As we enter the new year, there is one resolve that should be taken by all. A resolve that would end the spectacle of a great nation riding a crest of unparalleled power on one hand and on the other beset by a deepening morass of controls, inflation and a war that has no foreseeable end. We should resolve that the constitutional system of government — a government of checks and balances as laid down by the founders of the nation — is the best kind of government to live under; that the rights of private property and persons are to be held inviolate.

The political liberty of the individual is our most precious heritage. With that as a foundation, there are no obstacles that cannot be overcome — in peace or in war, in space or on earth.

The Week That Was

Mr. Reagan himself formally announced his candidacy in a TV appearance on 15 stations, thus cutting himself off from a portion of his television revenues for the duration of the campaign.

Meanwhile, incumbent governor Pat Brown delivered himself of a New Year's poem, to wit: "I resolve in '66/ To give the GOP its licks/ To keep the peace at U. of C./ And taxes down for you and me." At the same time, the Governor met with legislative leaders in Palm Springs to discuss, among other things, tax increases at the upcoming legislative session.

Finally, Los Angeles County's State Senator Thomas M. Rees, who recently won election to Congress, announced his resignation from the State Senate. This will leave Los Angeles, which will acquire 14½ Senate seats under the new reapportionment plan, without any Senator at all this year.

Sierra Madre News

Published every Thursday at 9 Kersting Court, Sierra Madre, California, Los Angeles County, Post Office Box 37, Telephone ELan 5-3324 or 5-3325.
The Sierra Madre News, Official Newspaper of the City of Sierra Madre is declared a Newspaper of General Circulation for the publication of legal notices, as defined by Section 4400 of the Political Code of the State of California, in the Superior Court of Los Angeles County August 19, 1936. Adjudication Decree Number, 604,764.
A First Class Newspaper entered as Second Class Matter at Sierra Madre Post Office October 2, 1960, under Act of Congress of March 3rd, 1879.

R. Robert Evans }
Peggy L. Evans } Editors and Publishers

NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News.
Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.

FREEDOM AT ANY PRICE

by
DR. HENRY V. WITTY

Management of this newspaper is not capable of answering questions to this column; however letters to the editor will be published and answers forthcoming from the writer. Articles are of the writer's opinion and do not necessarily reflect the policy of this newspaper.

Very few Congressmen would dispute the point that every morning the sun rises and every evening the sun sets. And most people will readily agree that to challenge the statement would be ridiculous. Is that not so?

The astronomer tells us that it takes the earth, spinning along at 67,000 miles an hour, 364½ days to complete an imperfect circle around the sun. It also appears quite factual that our planet makes a complete rotation on its axis about once every 24 hours.

If the earth is revolving around the sun rather than the sun revolving around the earth and if at the same time the earth is turning on its axis making day and night, then would we not be more correct in saying: "Every morning, at any given point on the earth's surface, the earth rises and every evening the earth sets?"

Which only goes to prove that the majority is not always right!

Governor Brown's political house of cards appears to be falling apart! The result of Brown's fiscal orgy is now exposed for all to see, and his particular brand of liberalism is fast developing symptoms of voter allergy! In short, the Brown dynasty is slowly and painfully grinding to a halt.

According to calculations there are at least 339 more days till Christmas and our free-spending governor has already cremated his 1966 goose! Nearly 800 million additional dollars are being demanded of the already anemic taxpayers who represent the life blood of Brown's "improvised state." Indications are that a large portion of the electorate that blindly trusted Brown in '62 now realize the error of their vote!

Which only goes to prove that the majority is not always right!

Many youngsters, age 12-15, begin to develop definite symptoms of rapid mental aging. The transformation is usually quite obvious. In fact a parent may easily recognize his own inferior "Intelligence Quotient" by merely disagreeing with the child. By about age 17 these young mental giants (in their own minds) have far surpassed their "naive" middle aged parents and are fast approaching the sagehood!

Which only goes to prove that the majority is not always right!

Plato once said: "You are young, my son, and as the years go by, time will change and even reverse many of your present opinions."

Refrain, therefore, awhile, from setting yourself up as a judge of the highest matters."

— O —
Francois Voltaire, 1694-1778, was considered by the standards of his time to be a liberal. Voltaire proclaimed: "I disapprove of what you say but I will defend to the death your right to say it."

But how liberalism has changed! Today's modern liberal proclaims: "I do not agree with what you say — so shut up!"

Which only goes to prove that the majority is not always right!

Down through the pages of history Socialism has been tried again and again and each time proven a failure! On the other hand, as G. K. Chesterton comments: "The Christian Doctrine has not been tried and found wanting. It has been difficult and not tried."

Which only goes to prove that the majority is not always right!

Letters To The Editor . . .

Dear Editor:

Please accept the gratitude of the Kiwanis Club of Sierra Madre for your news coverage about our club's activities during the past year.

Kiwanis is a service organization for our community and during the Golden Anniversary of 1965 we were able to complete many projects and render much help within the scope of our club. The Sierra Madre News attributed greatly to our success by publishing many articles and informing the public of our activities.

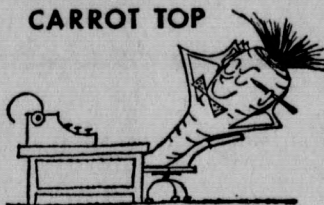
The Sierra Madre News and Kiwanis are both striving for the betterment of our community and I hope that we will continue our mutual accomplishments.

—DAVID KIRKPATRICK,
President Kiwanis Club of Sierra Madre, 1965.

Despite all the work as co-chairman of the Hastings Ranch Association decoration committee over the holidays, Mrs. Herbert Lacey, 3765 Denair, and her husband, managed to entertain her parents, Mr. and Mrs. Frank Wells and her aunt, Mrs. Hazel Vachael, all from Pasadena, at a holiday dinner at their home.

Martha and Stanley Countant, 666 E. Sierra Madre Blvd., and their son, "Coot," escaped the New Year's crowds altogether by spending that weekend at their desert cabin in Johnson Valley.

CARROT TOP



bluff your way through for a couple of months . . . It's done everywhere, including the U.S. Federal Government, and after all who is the government . . . You and I.

—CT—
February 17th is the last day, and the last hour is 12 o'clock noon, for filing petitions for the coming City Election. Three vacancies exist this year and we predict that there will be at least six (6) candidates that will seek these three "thankless jobs."

—CT—
Incidentally, this same day will be the last time to register or make a transfer. Election day will be April 12, so if you are interested, be sure that you have accomplished the necessary steps that will allow you to go to the polls and elect the men you want to serve you for the next four years. Two years from this date, two others will expire, so you have, Rule, Parks and Abernethy up for re-election or replacement with King, and Sorensen undisturbed . . . And that's the way it stands as of now.

—CT—
Mary-Madeleine Lanphier is a new staff writer for the news . . . She is responsible for the many human interest stories that you have read lately. She has many more that will be coming in the near future . . . If you know of one that is particularly interesting . . . One that has a lot of color, give her a call, she will be happy to hear from you.

—CT—
Remember, "Envy is in some ways worse than hatred . . . Because hate affects only your enemies . . . While envy, affects your friends as well . . ."

—CT—
In closing the column for this week I will leave you with this one little thought . . . "You can't bring this country back to a constitutional government of checks and balances, with a balanced budget, by passing more and more costly legislation . . ."

—CT—
Here is a sign that will shortly appear on my desk . . . "As soon as the rush is over, I'm going to have a nervous breakdown . . . I owe it to myself, I hope, I hope, I hope."

With all the to-do on press and TV about our restless youth these days, it is indeed heartening to be reminded that some of our young people in Sierra Madre had good old-fashioned caroling parties over the holidays. Lou Alfaro of 612 W. Monteito, home from Cal Poly at Pomona, was one of those who entertained this way, and most successfully, according to reports.

OUT OF THE COBWEBS

Five Years Ago:
January 19, 1961

Led by Sierra Madre Fire Chief Charles E. Brown and Fire Marshal Bert Embree, 75 firemen battled a brush fire in Hastings Ranch area.

Louis M. Van Iersel, 134 E. Monteito, our Congressional Medal of Honor hero, will sit in Presidential stand for the inaugural parade of President John F. Kennedy.

His Eminence, James Francis, Cardinal McIntyre, D.D., archbishop of Los Angeles, dedicates new Alverno Heights Academy with Rev. Joseph F. Sharpe, superintendent of high schools and colleges of Los Angeles and Mayor W. Webster Vannier of Sierra Madre as speakers, plus an address by first freshman class president Miss Mary Drabinski. Also participating in the ceremonies are William D. Maloney of Sierra Madre, Rev. Hugh O. Donnell, Rev. John Birch and Rev. Thomas O'Malley.

James Edward Parson of 244 E. Highland is presented an Outstanding Service Award by Search and Rescue team at a farewell dinner prior to his business transfer to New York.

Twenty Years Ago:
January 24, 1946
On motion of Superintendent Roger W. Jessup, after conference with City Manager Harold Hines, the Board of Supervisors vote to buy Eaton Canyon plot to establish a regional park.

The Harold Steins buy Wistaria Theatre and change name to Sierra Madre Theatre.

Major Robert G. Hurt, son of Dr. L. M. Hurt of 721 Orange Grove, is awarded the Army Commendation Ribbon, "for meritorious service."

Thirty Years Ago:
January 24, 1935
Friend mourn the loss of John Osgood, active civic leader. His father, Captain John Osgood was one of the founders of Sierra Madre and his mother was a leading spirit in the formation of Wistaria Town and was

the founder of the Sierra Madre Woman's Club.

Lucia and Ralph Cheyney read own poems at Writers' Club meeting held at home of Mrs. Jessie E. Carr of 569 W. Mariposa Avenue.

Fifty Years Ago:
January 21, 1916

First old fashioned town meeting is planned for the city by Board of Trade, and first topic for discussion is to be new city planning commission. Before the meeting a delicious chicken dinner is served by Mrs. Osgood to directors and officers; guests include Mr. and Mrs. Newman Essick, J. N. Hawks, T. M. Webster, W. W. Felgate, George B. Morgridge, J. F. Sadler, and C. J. Pegler.

Thursday, Jan. 20, 1966 SIERRA MADRE NEWS—15

Perrys' Stationery and Gift Shop

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Authentic Mexican Food
\$1.75 T. C. GRANDE

A Crisp Tortilla Prepared with Bean Spread, Cheese, Sprinkling of Nippy Chorio. Topped with Another Crisp Tortilla, Tossed Green Salad, made of Eight Choice Garden-Fresh Vegetables, Casa Janara's Salad Dressing, Guacamole, Shredded Turkey, Cheese, Tomato Slices, Olive.

NOW SERVING SUPPER
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Featured Mon. Night \$1.10

Our Cocktail Specialties
Margarita
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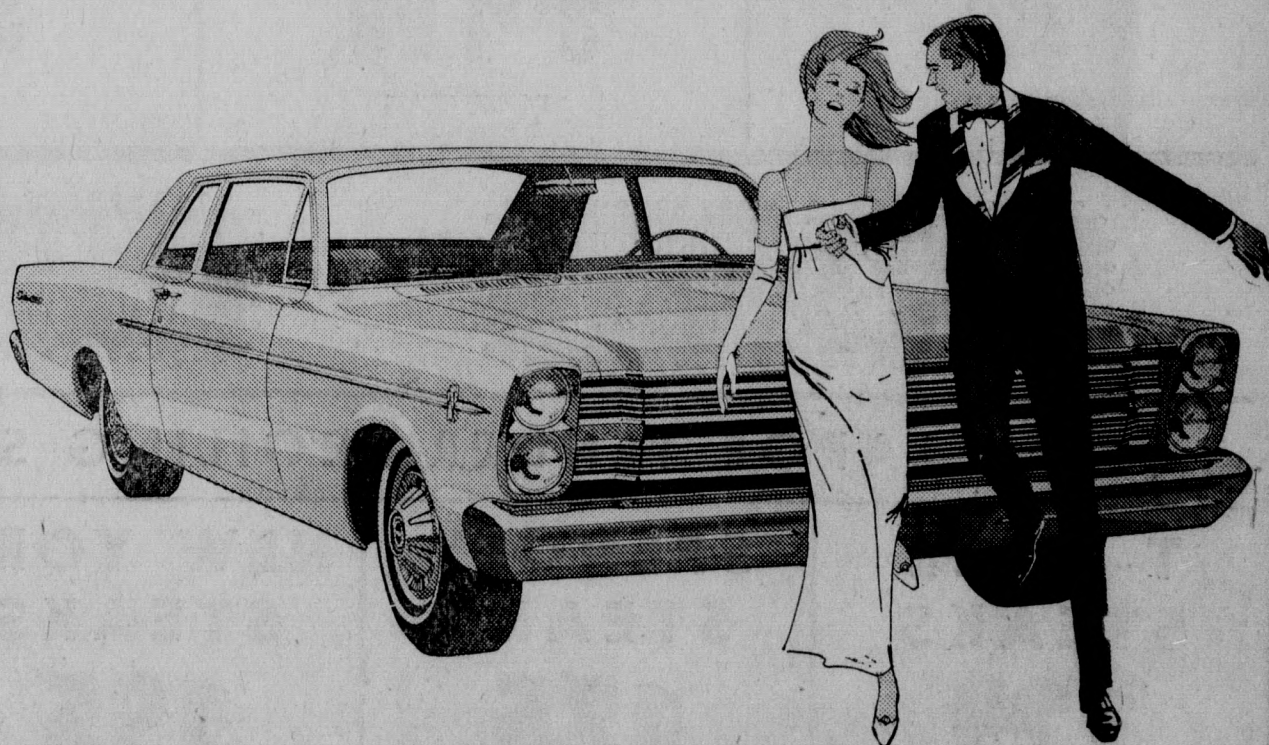
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The Great Ford White Sale:

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High fashion beauty at bargain basement prices.

The Great Ford White Sale is on. And that means special deals on specially built, specially trimmed, specially priced White Sale Fords. Get high style extras at virtually no extra cost: Every White Sale model is equipped with special chrome trim, luxuriously pleated all-vinyl upholstery, whitewall tires, and elegantly styled wheel covers. Get fashionable options at old fashioned, bargain prices: Thunderbird V8 power, Cruise-O-Matic transmission, and built-in, factory-installed air-conditioning. The Great Ford White Sale: Great deals on all Fords now...

CARL HANSEN FORD
120 W. SIERRA MADRE BLVD. EL 5-2321

Simply Wonderful SALE

Week of Jan. 17 thru 22 Open 12 Hours a Day 9 A.M. to 9 P.M. Closed Sundays

SAW COFFEE 63¢ <small>POUND TIN</small>	SAW JUMBO OLIVES 3 FOR \$1.00 <i>Ripe Pitted</i>	SAW CUCUMBER PICKLES <small>12-OZ. JARS</small> 4 FOR \$1.00 <i>Sliced</i>	SAW OVEN BAKED BEANS 3 FOR \$1.00 <small>28-OZ. TIN</small>	Handi Wrap SANDWICH BAGS 3 BOXES \$1.00 <small>100 COUNT</small>
SAW STEWED TOMATOES 4 FOR \$1.00 <small>303 TINS</small>	SAW SMALL YAMS 3 FOR \$1.00 <i>Whole</i>	SAW LIGHT TUNA 4 FOR \$1.00 <i>Chunk Style</i>	Butter Brickle CANDY 29¢ <small>Plus Tax Save 10c a Box</small>	Sunsweet PRUNE JUICE 49¢ <small>40-OZ. BOTTLE</small>
SAW RED KIDNEY BEANS 7 FOR \$1.00	SAW GOLDEN CORN 5 FOR \$1.00 <i>Whole Kernel or Cream Style</i>	SAW GREEN PEAS 5 FOR \$1.00 <i>Small No. 3 Sieve</i>	Sunshine CINNAMON WAFERS 4 FOR \$1.00 <small>10-OZ. PKGS.</small>	 69¢ lb \$1.37 <small>TWO POUNDS</small>
SAW APPLE SAUCE 4 FOR \$1.00	SAW SLICED PINEAPPLE <small>NO. 1 1/4 TINS</small> 4 FOR 89¢ <i>Thick Slices</i>	SAW GREEN BEANS 4 FOR \$1.00 <i>Julienne Style</i>	<div>Simply Wonderful SPECIALS</div>	
Grade AA Extra Large RANCH EGGS 49¢ <small>DOZEN</small>	Armour's TAMALES 3 FOR \$1.00 <small>13 1/2-OZ. GLASS</small>	Armour's CHILI & BEANS 3 FOR 89¢ <i>Zip Top</i>	Birds Eye POTATOES Tiny Taters Crinkle Cut <small>BIG POUND PACKAGE</small> 19¢ <small>Save 10c</small>	Whole Sun ORANGE JUICE 6 FOR 95¢ <small>SIX OZ. TINS</small>
			Kold Kist STEAKS 10¢ ea	C & W ASPARAGUS SPEARS 39¢ Pkg. <i>Slender Spring</i>

Simply Wonderful SERVICE

Simply Wonderful MEATS

Simply Wonderful FRUITS VEGETABLES

LARGE TENDER BROILING STEAKS

T-BONE STEAKS	SPENCER STEAKS	NEW YORK STEAKS	PORTERHOUSE STEAKS
\$1.29 <small>LB.</small>	\$1.75 <small>LB.</small>	\$1.95 <small>LB.</small>	\$1.33 <small>LB.</small>
Veal - Pork - Beef MEAT LOAF	59¢ lb	FLANK STEAKS	89¢ lb
Hormel Grade - A - BACON	79¢ lb	Oscar Mayer LINK SAUSAGE	79¢ lb
Fancy Center Cut SWORDFISH STEAKS	89¢ lb	Cooked - Peeled COCKTAIL SHRIMP	\$2.39 lb
		Northern HALIBUT STEAKS	95¢ lb

Hot House MUSHROOMS	<small>HALF POUND</small>	29¢
Snow White CAULIFLOWER		10¢ lb
U.S. No. 1 Russet POTATOES	<small>TEN POUND CELLO BAG</small>	39¢
Large Fuerte AVOCADOS		15¢ ea
Large Sunkist NAVEL ORANGES		10¢ lb

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331 W. Sierra Madre Blvd. at Lima